



NAACP Exposes Companies That Neglect DEI in Spending Guide

Description

The NAACP is encouraging Black Americans to support companies that continue to promote diversity, equity, and inclusion. They have provided a list of brands that have either upheld or abandoned their commitment to DEI programs. The NAACP believes that DEI initiatives are vital for the progress of Black Americans, who are projected to spend a significant amount on goods and services by 2030.

Rather than boycotting companies, the NAACP suggests that consumers should choose to support businesses that share their values. They have introduced a Black Consumer Advisory for people of all backgrounds to use.

The NAACP is in discussions with companies mentioned in the advisory that have changed their DEI policies. They will update their guidance based on whether these companies reinforce or retract their commitment to diversity, equity, and inclusion.

It is important for corporations to prioritize DEI initiatives as they are crucial for fair treatment and cooperation among individuals from diverse backgrounds. The NAACP is committed to providing guidance for Black communities as they decide where to spend their money.

Vocabulary List:

1. **Diversity** /daɪ'vɜːsɪ.ti/ (noun): The state of being diverse; variety.
2. **Equity** /'ɛk.wɪ.ti/ (noun): The quality of being fair and impartial.
3. **Inclusion** /ɪn'kluː.zən/ (noun): The action or state of including or of being included within a group or structure.
4. **Commitment** /kə'mɪt.mənt/ (noun): The state or quality of being dedicated to a cause or activity.
5. **Guidance** /'gaɪ.dəns/ (noun): Advice or information aimed at resolving a problem or difficulty.
6. **Consumers** /kən'sjuː.mərs/ (noun): A person who purchases goods and services for personal use.

Comprehension Questions

Multiple Choice

1. What is the main focus of the NAACP regarding companies and diversity?

Option: Profit generation



- Option: Promotion of exclusivity
- Option: Diversity, equity, and inclusion
- Option: Environmental sustainability

2. What is the recommended approach of the NAACP towards companies with changing DEI policies?

- Option: Boycott
- Option: Support
- Option: Ignore
- Option: Praise

3. What tool has the NAACP introduced for individuals to make informed purchase decisions?

- Option: Black Market Index
- Option: Consumer Rights Handbook
- Option: Black Consumer Advisory
- Option: Financial Transparency Report

4. What key reason does the NAACP provide for the importance of DEI initiatives?

- Option: Corporate Greed
- Option: Social Media Presence
- Option: Fair Treatment and Cooperation
- Option: Tax Avoidance

5. Who is the target audience for the NAACP's guidance on spending decisions?

- Option: Senior Executives
- Option: Black Communities
- Option: Government Officials
- Option: Stock Market Investors

6. What year is mentioned as a significant milestone for Black Americans in terms of consumer spending?

- Option: 2040
- Option: 2045
- Option: 2030
- Option: 2025

True-False

7. The NAACP advocates for boycotting companies that do not align with DEI principles.



8. The NAACP suggests prioritizing support for companies that uphold diversity, equity, and inclusion.
9. DEI initiatives are deemed unnecessary for cooperation among individuals from diverse backgrounds.
10. The NAACP's Black Consumer Advisory is exclusive to Black Americans only.
11. Corporations are advised to focus on fairness and cooperation through DEI programs.
12. The NAACP is proactive in engaging with companies that undergo changes in their DEI policies.

Gap-Fill

13. Black Americans are projected to spend a significant amount on goods and services by _____.
14. The NAACP is committed to providing guidance for Black communities in deciding where to spend their _____.
15. The NAACP believes that DEI initiatives are vital for the progress of Black Americans in terms of _____.
16. The NAACP has introduced a Black Consumer Advisory for individuals of all _____.
17. The NAACP suggests that consumers should choose to support businesses that align with their _____.
18. The NAACP is currently in discussions with companies mentioned in the advisory that have changed their DEI _____.

Answer

Multiple Choice: 1. Diversity, equity, and inclusion 2. Support 3. Black Consumer Advisory 4. Fair Treatment and Cooperation 5. Black Communities 6. 2030

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

Gap-Fill: 13. 2030 14. money 15. fair treatment and cooperation 16. backgrounds 17. values 18. policies



Vocabulary quizzes

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

1. What is the term for overcrowding or obstruction of traffic in an area?
Option: A. Flow
Option: B. Clear path
Option: C. Congestion
Option: D. Smooth ride
2. Which term refers to the act of passing through or across a place?
Option: A. Stay
Option: B. Departure
Option: C. Transit
Option: D. Halt
3. What is the effect or influence of one thing on another?
Option: A. Intent
Option: B. Isolation
Option: C. Impact
Option: D. Ambiguity
4. Which term means the act of calling off or abandoning something?
Option: A. Confirming
Option: B. Progressing
Option: C. Cancellation
Option: D. Continuing
5. What does the term "diversity" refer to?
Option: A. Uniformity
Option: B. Sameness
Option: C. Diversity
Option: D. Equality
6. Who are individuals or entities that purchase goods or services?



- Option: A. Producers
- Option: B. Suppliers
- Option: C. Consumers
- Option: D. Investors

7. What is the presence of harmful or undesirable substances in something?

- Option: A. Purity
- Option: B. Cleanliness
- Option: C. Contamination
- Option: D. Clarity

8. What term describes actions done willingly or without coercion?

- Option: A. Compulsory
- Option: B. Forced
- Option: C. Voluntarily
- Option: D. Obligatory

9. Which term is used to describe a sudden strong increase or rise?

- Option: A. Decline
- Option: B. Downturn
- Option: C. Surge
- Option: D. Dip

10. In physics what does "momentum" refer to?

- Option: A. Resistance
- Option: B. Inertia
- Option: C. Momentum
- Option: D. Friction

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

- 11. _____ plays a crucial role in connecting people and goods across distances.
- 12. A successful business often thrives on strong _____ with other companies.
- 13. Express your _____ about the environmental impact of the new project.
- 14. New employees often require proper training and _____ to excel in their roles.
- 15. Maintaining a sense of _____ can help individuals overcome challenges.
- 16. It is essential to continually _____ the progress of the project to ensure timely



completion.

17. Receiving _____ feedback can motivate individuals to perform better.
18. Please do not _____ with the experiment while it is in progress.
19. Only authorized personnel are _____ to access this restricted area.
20. The company issued a product _____ due to safety concerns.

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

21. Ensuring fairness and impartiality in decision-making is a fundamental principle of .
22. Promoting diversity and creating a supportive environment for all individuals is key to fostering .
23. A strong to quality is essential for building a reputable brand.
24. A single has the potential to multiply rapidly under favorable conditions.
25. Temporary of the muscles can occur due to nerve damage.
26. The recent policy changes have greatly our company's operations.
27. The political candidate had a strong base of enthusiastic .
28. The successful business venture was a result of a strategic between two leading firms.
29. The company experienced a steady in sales due to changing market trends.
30. Only registered users are to access premium content on the platform.

Answer

Multiple Choice: 1. C. Congestion 2. C. Transit 3. C. Impact 4. C. Cancellation 5. C. Diversity 6. C. Consumers 7. C. Contamination 8. C. Voluntarily 9. C. Surge 10. C. Momentum

Gap-Fill: 11. Transportation 12. Partnership 13. Concern 14. Guidance 15. Optimism 16. Monitor 17. Encouraging 18. Interfere 19. Allowed 20. Recall

Matching sentence: 1. Equity 2. Inclusion 3. Commitment 4. Bacterium 5. Paralysis 6. Affected 7. Supporters 8. Partnership 9. Decline 10. Allowed



CATEGORY

1. Business - LEVEL2

Date Created

2025/02/16

Author

aimeeyoung99

ESL-NEWS.COM