

Weekly English Practice

13th December 2018

Are orangutans and palm oil too political for Christmas TV?

A supermarket's Christmas **advert** is **banned** from TV but then becomes an internet, and social, phenomenon

Before you read the complete article, look at this vocabulary:

advert (advertisement - ad): a commercial message on TV, radio etc

to be banned: to officially prohibit something or prevent it from happening

to pledge: to make a serious promise to do something

own-brand: a product manufactured specifically for supermarkets and retailers

a broadcast: a radio or television transmission

to be deemed: to be considered

to yield: to produce or generate

to swap: to substitute one thing for another

Earlier this year, Iceland - the UK supermarket chain, not the country - became the first major UK supermarket to **pledge** to remove palm oil from all its **own-brand** products. Habitat loss in countries such as Malaysia - a major global producer of palm oil - has contributed to the orangutan now being classified as critically endangered.

And as part of its festive advertising campaign, the supermarket collaborated with Greenpeace to use a short film made by the organisation and narrated by actress Emma Thompson. The video, called 'Rang-Tan', features an orangutan telling a young child how her home is being destroyed by palm-oil growers.

The advert will never be seen on TV though, as advertising regulators in the UK decided to block its **broadcast**. As it was originally shown on Greenpeace's website in August, it **was deemed** too "political".

Approximately 100,000 orangutans have been killed in Borneo since 1999 due to deforestation. Greenpeace argues that in Malaysian Borneo about 58% of deforestation is caused by palm oil; in Indonesian Borneo, it's 40%.

However, the palm oil issue is complex. It's in a lot of cosmetics and food and it's semisolid at room temperature, which makes it a vegetarian alternative to animals fats. And simply removing it from products won't stop deforestation.

Beef cattle, pineapples, chocolate, coffee, bananas, cane sugar, soybean and so on also replace tropical forests.

To stop using palm oil completely, we would have to find an alternative. Unfortunately, other sources of vegetable oil, such as rapeseed and soybeans, don't **yield** the same amount of oil using the same level of resources.

Swapping it for something else could require more land, fertiliser and pesticides to meet the world's demand for oil.

Iceland's decision to replace palm oil with European-grown alternative oils won't cause a huge change either as it's the smallest major supermarket in the UK. "Their products contain 500-1,000 tonnes of palm oil a year," says Richard George of Greenpeace. "Unilever, by contrast, uses over one million tonnes a year." A far wider and deeper change in consumer habits around the globe is going to be necessary to make a real difference.

Despite not being seen on TV, the ad has been very effective at bringing public attention to environmental and sustainability issues. It currently has over 5 million views on YouTube. "If that helps rainforests, orangutans and other tropical wildlife, then that's a good thing," says Matthew Stuebig, senior lecturer in conservation science at the University of Kent. "If they can direct their environmentally conscious consumers to products that are responsibly sourced, then they could make a real difference."

Written by ECP coach Rob Hartall based on this article at wired.co.uk

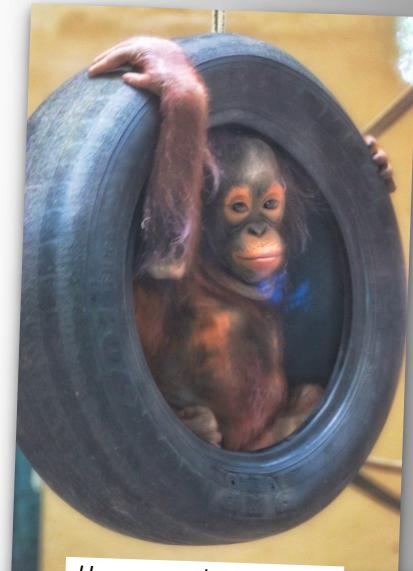
Let's chat about that!

Write your opinions in an email and send them to your ECP coach!

- What products do you have in your home that contain palm oil?
- Other than palm oil, what products cause environmental problems around the world. And near you?
- Would you have banned Iceland from broadcasting the advert?
- Have any adverts been banned - or censored - in your country?
- What steps can we take in our daily lives to create a more sustainable future? (Food, clothes, work, transport, technology etc)



[Click here to watch the video on YouTube](#)
[Say hello to Rang-tan](#)



Humans and orangutans share 97% of their DNA



Social Events In English

Real-Life English in Vitoria-Gasteiz



English
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Come and socialise in English!

Next film: January 25th

The last Friday of every* month from October to June, come to ECP to watch a film in English (with English subtitles) and talk about it afterwards.

October 26th - November 30th

January 25th - February 22nd - March

29th - May 31st - June 28th

WhatsApp John for more details on:
657 73 13 54

Time: 19:30 to 21:30

Place: ECP Hub (C/San Ignacio de Loyola 15)

Price: Free!

Friends welcome

*Please note: there will be no Cinema Nights in December or April.

LIVE!English presents:

COFFEE SATURDAYS!

Come and socialise in English!

Next meeting: January 12th

The first* Saturday of every month from October to June, come to Panadería Bertiz, C/Francia for a coffee and a chat in English.

October 6th - November 10th - December 1st

January 12th - February 2nd - March 2nd

April 6th - May 4th - June 1st

**WhatsApp Alison for more details on:
608 42 64 92**

Time: 11:00 to 12:30

Place: Panadería Bertiz, C/Francia

Price: Just bring enough for a cup of coffee (and perhaps a slice of cake)!

Friends welcome

*Please note: Coffee Saturdays will take place on the second Saturday in November and January.

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Real Language to Express Yourself Better



Click here to watch the video on YouTube [Say hello to Rang-tan](#)

Read the text from the advert. There are 10 words marked in bold.

Check the meaning of these verbs and then use them in a new sentence. Think about your own life e.g. "I often **stay** at my brother's flat in Salou during August" - "I **swear** I'll never smoke again!"

There's a Rang-Tan in my bedroom and I don't know what to do.
She plays with all my teddies and keeps **borrowing** my shoe.
She destroys all of my house plants and she **keeps on** shouting 'oo'.
She **throws away** my chocolate and she **howls** at my shampoo.

There's a Rang-Tan in my bedroom and I don't want her to stay,
So I told the naughty Rang-Tan that she had to go away.
Oh, Rang-Tan in my bedroom, just before you go,
Why were you in my bedroom? I really want to know.

There's a human in my forest and I don't know what to do.
He destroyed all of our trees for your food and your shampoo.
There's a human in my forest and I don't know what to do.
He **took away** my mother and I'm scared he'll take me, too.
There are humans in my forest and I don't know what to do.
They're **burning** it for palm oil so I thought I'd **stay** with you.

Oh Rang-Tan in my bedroom now I do know what to do.
I'll fight to save your home and I'll stop you **feeling blue**.
I'll **share** your story far and wide so others can fight too.
Oh Rang-Tan in my bedroom I **swear** it on the stars:
the future's not yet written but I'll make sure it's ours.