

### ***Civic Minds***

**Date:** Friday, November 13, 2015

**e-Edition Date:** Tuesday, November 10, 2015

**Article Title:** *Cheery red cups stir social-media holiday tempest for Starbucks*

**Section:** Business, A9

### **Vocabulary:**

Look up the definition of **coax**. Please write the definition and create a new sentence, using your own words.

“For some reason, Starbucks keeps trying to **coax** its customers to share a bit more over their coffee cups.”

### **Comprehension Questions**

1. And this year, its annual red holiday cup became fodder for a little less charitable sharing. What was the cup “devoid” of?
2. One person posted on Twitter that “maybe if the Starbucks Xmas folks want to further their cause they could take their latte money & do what?”
3. Still, the protests were so loud that Starbucks sought Sunday to clarify its decision to remove the holiday symbols. In a statement on its website, the company said what?
4. Jeffrey Fields, the vice president for design and content at Starbucks, said in a statement the company “wanted to usher in the holidays with a purity of design that welcomes all of our stories.” “Starbucks has become a place of \_\_\_\_\_ during the holidays,” he added. “We’re embracing the simplicity and the quietness of it.”
5. This is not the first time Starbucks has drawn attention with its cups. In March, the coffee company introduced an initiative. What happened?
6. Any time a company changes its packaging, it is bound to attract some \_\_\_\_\_.
7. When Tropicana changed the design on cartons for its Pure Premium orange juice in 2009, consumers were outraged. What did Tropicana do?

### **Class Discussion Questions and Essay Prompts:**

- Did you hear about this controversy this week prior to reading this article?
- Why do you think this is making headlines? Why are people so upset?

***For those longing for the seasonal flavors, Starbucks will still have the traditional peppermint- and cinnamon infused lattes.***

***“They clearly believe in the holidays — they have special blends, they have gingerbread,” said Jim Stengel, a business consultant and former chief marketing officer at Procter & Gamble.***

***“I don’t think they’re playing any games,” he added. “It’s clearly still a holiday cup.”***

- Do you agree or disagree with the above statement?

## **Essay**

- How do you feel about Starbucks's simple red cup design for the holidays? Is there deeper, hidden meaning by this large corporation not using a holiday-based design? Why or why not?

## **Newspaper-related CBA activity: U.S. Policy**

***How the United States government interacts with the world affects people across the globe. Analyze and evaluate the causes and effects of US foreign policy on people in the United States and across the world.***

- Using The Seattle Times e-edition, find an article from this week that deals with world politics or foreign policy.
- What are the main points of view from someone living in that particular country? How is that "view" similar and different than your own opinion, regarding the specific issue the article is discussing?
- Why is it important to study and learn about foreign policy? How does it help you understand the world we live in, using current issues and events?

**Civic Minds in The Seattle Times is posted to the Web on Friday. Please share the NIE program with other teachers. To sign-up for the electronic edition of the newspaper please call 206/652-6290 or toll-free 1-888/775-2655.**

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