

## NEWS BREAK

Article: **From cosmetics to NASCAR, calls for racial justice are spreading**

Section: **MAIN, A18**

Sunday's News Break selects an article from **Sunday, June 14, 2020** of The Seattle Times print replica for an in-depth reading of the news. Read the selected article and answer the attached study questions.

You are encouraged to modify this lesson to fit the needs of your students. For example, some teachers might use this as a take-home assignment and others might read and answer the questions in a small group or larger, class discussion.

***\*Please be sure to preview all NIE content before using it in your classroom to ensure it is appropriate for all of your students.***

### Standards:

#### **CCSS.ELA-Literacy.RI.4.1**

- Refer to details and examples in a text when explaining what the text says explicitly and when drawing inferences from the text.

#### **CCSS.ELA-Literacy.RI.4.2**

- Determine the main idea of a text and explain how it is supported by key details; summarize the text.

### Objectives:

***Students will discuss the recent discussions they've had surrounding race, diversity, equity and inclusion. They'll discuss whether race relations are changing in the United States. Students will talk about branding and marketing among major companies, and which ones are promoting equality and justice. They will also talk about whether they think America's educational system fosters racism, in what ways (if so) and how can things change.***

## Pre-Reading Discussion:



- What do you think the article will be about? Are there clues in the picture?
- What can you infer?

## Vocabulary Building:

Read this sentence, what do you think the highlighted words mean using *context clues*? A **context clue** is a word or words that are hints and refers to the sources of information outside of words that readers may use to predict the identities and meanings of unknown words.

The flood of corporate statements denouncing racism “feels like a series of **mea culpas** written by the press folks and run by the top Black folks” inside each organization, said Dream Hampton, a writer and filmmaker. “Show us a picture of your C-suite, who is on your board. Then we can have a conversation about diversity, equity and inclusion.”

### **Mea Culpa Guess:**

### **Mea Culpa Definition:**

## Comprehension Questions:

1. On Monday, it was the dictionary, with Merriam-Webster saying it was revising its entry on racism to illustrate the ways in which it can be what?
2. On Tuesday, the University of Washington removed the coach of its dance team. Why?
3. On Wednesday, a Black race car driver called on NASCAR to ban what? What happened?

4. On Thursday, Nike joined a wave of U.S. companies that have made \_\_\_\_\_, which celebrates the end of slavery in the U.S., an official paid holiday, “to better commemorate and celebrate Black history and culture.”
5. In just under three weeks since the killing of George Floyd set off widespread protests, what started as a renewed demand for police reform has now roiled seemingly every sphere of American life, prompting institutions and individuals around the country to confront enduring forms of what?
6. In a video released June 5 apologizing for the NFL’s previous failure to support players who protested police violence, Roger Goodell, the commissioner of the league, condemned the “**systematic oppression**” of Black people. What does that term mean?
7. The Denver Board of Education, in voting to end its contract with the city police department for school resource officers, cited a desire to avoid the “perpetuation of the school-to-prison pipeline,” a reference to how school policies can lay the groundwork for what?
8. Other companies have also pledged money. On Thursday alone, PayPal, Apple and YouTube collectively pledged \$\_\_\_\_\_ million to racial justice and equity efforts.

**Discussion Questions (small/large groups), Journal Prompts or Essay Questions:**

- ***What discussions have you had with friends and family around racial equality, diversity, equity and inclusion? What is different this time? Are mental shifts changing regarding these issues? Why or why not?***

*Younger Americans are much more racially diverse than earlier generations. They tend to have different views on race. And their imprint on society is only growing.*

- ***Do you agree or disagree with the statement above? Please give specific details to strengthen your answer.***

*But those who have been in the trenches for decades fighting racism in the U.S. wonder how lasting the soul searching will be.*

- ***Do you think racial history is changing in the United States? Why or why not?***

Brands trying to appeal to younger consumers have in recent years increasingly proclaimed their belief in equality and justice. Two years ago, Nike featured in a major ad campaign the former San Francisco 49ers quarterback Colin

Kaepernick, who knelt during the national anthem to protest racism. The tagline for MAC, the cosmetics company, is “All Ages, All Races, All Genders.”

- ***Which companies/brands have you seen promoting equality and justice?***

“That’s not the only system that perpetuates white supremacy,” Woods said. “There are other systems, and academia is one of those.”

“What feels different this time is that white folks are listening,” Davis said.

- ***Do you think America’s educational system fosters racism? In what ways? How can things change?***

News Break is posted to the Web on Monday. Please share this NIE News Break program with other teachers. To sign-up for the print replica for your class, please [register on-line](#) or call 206/652-6290 or toll-free 1-888/775-2655.  
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