

A very peculiar kind of ad

During the Civil Rights movement in the United States, in an advertisement to promote the agency, Macmanus John & Adams explained what is meant to be a citizen of the United States, a country with its fair share of both sorrow and joy.

I have died in Vietnam.
But I have walked the face of the moon.

I have befouled the waters and tainted the air of a magnificent land. But I have made it safe from disease.

I have flown through the sky faster than the sun.
But I have idled in streets made ugly with traffic.

I have littered the land with garbage.
But I have built upon a hundred million homes.

I have divided schools with prejudice.
But I have sent armies to unite them.

I have beat down my enemies with clubs.
But I have built courtrooms to keep them free.

I have built a bomb to destroy the world.
But I have used it to light a light.

I have outraged my brothers in the alleys of the ghetto.
But I have transplanted a human heart.

I have scribbled out filth and pornography.
But I have elevated the philosophy of man.

I have watched children starve from my golden towers.
But I have fed half of the earth.

I was raised in a grotesque slum.
But I am surfeited by silver spoon of opulence.

I live in the greatest country in the world of the greatest time in history. But I scorn the ground I stand upon.

I am ashamed.
But I am proud.
I am an American.

- 1**  Read the passage and then decide if the following statements are true (T) or false (F).
Correct the false statements.

- | | T | F |
|--|--------------------------|--------------------------|
| 1. The poem doesn't suggest contradictions and ambivalences in the American character. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. The poem contains no figures of speech. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. The poem isn't patriotic. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. The poem doesn't refer to different social and historical aspects. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. The poem was written in the years of the protest movement. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. The advertising agency chose a very traditional way of promotion. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. The ad was addressed to the elderly. | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. The issues of the so-called counter-culture are cleverly addressed in the poem. | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. The poem is addressed to educated people. | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. The selected target of the ad is the youth. | <input type="checkbox"/> | <input type="checkbox"/> |