NEWS LESSON

Denmark Wants to Make Your Face Harder to Copy



BEFORE YOU READ

1 Warm up

Talk about these questions with a partner.

1. Would you recognise a convincing fake video of yourself?
2. When is copying someone's voice funny, and when does it go too far?
3. Would you trust a surprising video before checking where it came from?

2 Key words

These words are in the article. Write the letter of the meaning (A to H) in each box.

1	**impersonations**	☐	A	making sure that people obey a rule or law
2	**legislation**	☐	B	the opinion that most people have about someone
3	**consent**	☐	C	the feeling of being respected and valued
4	**parody**	☐	D	to last longer than something else
5	**enforcement**	☐	E	permission to do something
6	**outlive**	☐	F	acts of pretending to be another person
7	**dignity**	☐	G	a funny copy of something that makes fun of it
8	**reputation**	☐	H	laws made by a government

3 Read

Read the article and underline the key words from task 2. The paragraphs are numbered.

The proposed rules would strengthen your ability to challenge convincing digital impersonations. Separating harmful fakes from obvious comedy is the part nobody has solved.

1 Your face used to be difficult to copy convincingly. A skilled actor, make-up artist or video editor might imitate you, but the result was rarely good enough to pass off as the real thing. Artificial intelligence has changed that. It is now possible to produce realistic footage or audio of a person saying things they never said, which raises concerns about reputation, consent and personal identity.

2 In October 2026, Denmark announced plans to bring in legislation addressing the unauthorised sharing of AI-generated copies of people's appearance and voices. The proposed rules would strengthen an individual's ability to challenge convincing digital impersonations. At the time of the announcement, the legislation was still a proposal rather than an established legal solution, and the detail had yet to be worked out.

3 Deepfakes can be used for entertainment, but the technology also creates serious risks. A fabricated video may spread false statements, humiliate a private individual or chip away at public trust in genuine evidence. Once an image has been shared widely, taking down every copy becomes extremely difficult, and the original clip tends to outlive any correction.

4 Supporters of the Danish approach argue that control over your own face ought to be a basic right rather than a privilege reserved for the famous. A convincing fake can cost an ordinary person a job, a friendship or simply their peace of mind. Very few private individuals have the time, money or contacts to chase every copy across the internet.

5 There are challenges in deciding where protection should begin and end. A realistic fake designed to deceive is different from an obvious cartoon or a clearly labelled comedy sketch. Journalists, artists and campaigners may have perfectly legitimate reasons to criticise public figures through parody. Laws must be precise enough to protect personal dignity without blocking ordinary expression, and drawing that line is a well-known sticking point in every country that has tried.

6 Enforcement presents another difficulty. Images can be generated cheaply and shared across national borders within minutes, while some platforms respond to complaints far more quickly than others. Even working out who was responsible for a harmful fake can be impossible, which makes it hard to crack down on the people doing the most damage. A law that nobody can enforce may still shift behaviour, but it will not reassure the person whose face has been borrowed.

7 Denmark's proposal reflects a wider change in how people think about privacy. The concern is no longer only who may photograph you, but who may invent a convincing version of you and send it out into the world. In an age of increasingly powerful AI tools, control over personal identity may end up mattering as much as control over personal information.

Sources: Reuters. Picture: AI illustration.

4 True, false or not given

Circle **T** (true), **F** (false) or **NG** (the article does not say).

1. When it was announced, Denmark's plan was not yet a finished law. T F NG
2. All platforms respond to complaints at the same speed. T F NG
3. Denmark has already prosecuted someone under the new rules. T F NG
4. Parody of public figures can have a reasonable purpose. T F NG
5. The writer thinks a law that is hard to enforce is completely useless. T F NG

5 Vocabulary

Complete the sentences with words from the box. Two words are not needed.

ambiguous	exaggerate	fabricated	footage	humiliate	precise	privilege	reassure

1. Police studied the security _____ to see who entered the building.
2. The newspaper apologised for printing _____ quotations, because the minister had never said any of those words.
3. The clip was only meant to _____ him, to make him feel ashamed in front of everyone.
4. In some countries, a good education is still a _____ enjoyed only by the wealthy.
5. The instructions must be _____ enough that nobody can misunderstand them.
6. The doctor tried to _____ the nervous patient by explaining that the test was routine.

6 Verb forms

Write the correct form of the verb in brackets.

1. By the time the platform removed the clip, thousands of people _____ it. (SHARE)
2. Realistic fakes _____ cheaply and shared across borders every day. (CREATE)
3. If the original clip had not spread so quickly, fewer people _____ the lie. (BELIEVE)
4. Experts _____ for several years that deepfakes could damage public trust. (WARN)
5. Denmark _____ its plans in October 2026. (ANNOUNCE)

7 Language focus: prepositions

Complete the sentences with words from the box. Two words are not needed. Many adjectives and verbs need a fixed preposition. Learn them as a chunk: responsible for, depend on, cope with.

by for from of on to with

1. Her reaction _____ the fake clip was surprisingly calm.
2. Platforms should be held responsible _____ the content they host.
3. In an age _____ cheap AI tools, anyone can copy a voice.
4. How harmful a fake is will depend largely _____ who sees it.
5. Many small platforms cannot cope _____ the number of complaints.

SPEAK

8 Talk about it

Discuss in pairs or small groups. Give reasons for your answers.

1. Who should have to remove a fake: the person posting it or the platform?
2. Would a clear AI label make every fake video acceptable?
3. What would help ordinary people challenge a fake about them?

9 Role-play: a fake video of me

Work in pairs. Read your card, then have the conversation. Swap roles and do it again.

Student A · the person in the video

A friend made a joke video of you using AI. Your voice and face look real and people have started sharing it. Ask the website manager to remove it today. Explain why it matters to you.

Student B · the website manager

You run a video website. The video may be a joke, and you don't want to limit free speech. Ask at least two questions. You can remove it, keep it, or add a clear label.

Useful phrases

I'd like you to remove this video today.
I never said that, and I didn't agree to it.
It's a joke, so is it really harmful?
Who made it, and did you give permission?
We could add a label saying it's AI.
I'm afraid I can't promise that, but I'll look into it.

Afterwards, tell the class: was the video removed, and was that a fair decision?

ANSWER KEY

2 Key words

1 F · 2 H · 3 E · 4 G · 5 A · 6 D · 7 C · 8 B

4 True, false or not given

1 T · 2 F · 3 NG · 4 T · 5 F

5 Vocabulary

1 footage · 2 fabricated · 3 humiliate · 4 privilege · 5 precise · 6 reassure

6 Verb forms

1 had shared · 2 are created · 3 would have believed · 4 have warned · 5 announced

7 Language focus

1 to · 2 for · 3 of · 4 on · 5 with

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