

## Fashion and body image

### Group I

Read the text 'Keke Palmer on promoting positive body image' and answer accordingly.

### Keke Palmer on Promoting Positive Body Image

#### **The nineteen-year-old actress sparked conversation about beauty and confidence by leading a march for Dove's Self-Esteem Weekend in New York's Times Square.**

Dove has worked to promote awareness about unrealistic beauty ideals by teaching young women to feel good about their appearances. Dove's "Movement for Self-Esteem," started in 2010, provides women across the world with opportunities to mentor, inspire, and motivate girls. We spoke to Keke about why she's joined the campaign and how she strives to overcome body image issues of her own.

#### **Why did you partner up with Dove?**

"I always try to set a positive example for my generation and promote confidence. Dove has been working on this campaign for three years, and I was asked to be a part of the brand's annual event to be a mentor and help young girls develop healthy relationships with beauty. It's about starting the conversation of, 'how do you feel about yourself? What are ways to make you feel better?' I'm aiming to help girls deal with insecure feelings and teach them ways to feel better about themselves."

#### **You're only nineteen, so you're close in age to the girls you're mentoring. How does this impact the advice you give them?**

"It affects it greatly because the girls don't feel judged. It lets them know that there's someone who feels exactly like them—somebody that they're familiar with. It's definitely impactful for me personally because I know how they feel firsthand."

#### **Have you struggled with body image issues yourself?**

"Absolutely. I was bullied a lot as a kid in school from kindergarten up to third grade. I know what it feels like to be left out and to want to be different—more so, to want to not be different and want to just fit in. As a teenager, you second-guess yourself. On top of that, being in movies and on television can make me even more self-conscious because so many people are looking at me, and I don't know what they're thinking. People can be overly critical."

#### **What message do you hope to convey to girls?**

"If you focus more on the inside, you'll feel just as great about the outside. I feel attractive when I'm doing good and helping people."

#### **Do you have any acting projects lined up?**

"My movie called *Abducted* just came out on Lifetime. It's a true story about a girl named Carlina White who was abducted as an infant, and found her parents when she was 23. It's challenging when you play a real-life character. You want the person to feel good about how you make her seem. I'm very excited for Carlina to see the movie."

Adapted and abridged, *Keke Palmer on promoting positive body image*, Teen Vogue, My life [online], [consulted on Feb. 16, 2014]. Visit <http://www.teenvogue.com/my-life/2012-10/keke-palmer-dove-self-esteem>

**1.** Match the words on the left with their synonyms on the right.

**I**

1. sparked
2. strives
3. impactful
4. bullied

**II**

- a) initiated
- b) harassed
- c) struggles
- d) striking

**2.** Find evidence for the following statements.

- a) Dove's campaign wants to deconstruct wrong ideas about beauty by teaching teenagers to feel good about the way they look.
- b) I try to be a role model for my peers and incentive high self-esteem all the time.
- c) As a child I was picked on a lot by my colleagues.

**3.** Choose the correct option.

Dove's campaign purpose was...

- a) to sell their products to make woman feel more beautiful.
- b) to promote the beauty of models.
- c) to increase women's self-esteem and promote discussion on body image.

**4.** Find synonyms in the text for the following words.

- a) consciousness (paragraph 2)
- b) problems (paragraph 2)
- c) looks (paragraph 2)

**5.** Decide if the following sentences are true [T] or false [F].

- a) Dove wants to show girls that they have to be thin to be considered beautiful.
- b) Keke Palmer has joined the campaign to help increase girls self-esteem.
- c) Keke doesn't have problems with her image and never did in her youth.
- d) The purpose of the campaign is to make girls develop healthy relationship with beauty patterns.

**6.** Choose the correct option.

Keke's task as a mentor consists in...

- a) using her image to promote Dove's products.
- b) helping girls to deal with image issues.
- c) convincing girls they have to look like her.

7. What is the Dove's "Movement for Self-Esteem"?
8. What is Keke's role as a mentor?
9. Why is she a good example for promoting a healthy body image?
10. What are the advices Keke gives girls?

### Group II

Read the text 'A circle of emotions' and answer accordingly.

#### A Circle of Emotions

Fashion is not an easy industry. Competitive, cut-throat and nonstop? Yes, yes and yes. Whether it be modelling, blogging, social media, magazines, sales... most likely, you're going to be underpaid, overworked, and in way above your head. That doesn't mean this isn't the place for you, but unless you have that certain special characteristic, a traditional path can sometimes be more rewarding.

One of the most controversial issues of the industry is size. Models that (excuse my language) look like they are walking skeletons are the ones that grace the front of *Vogue*, or make an appearance in the Chanel ad.

I'm definitely one of the younger ones in the industry, and because I'm in the New York market, that makes it a whole lot harder. Lucky for me, my genes happen to be pretty suitable for the fashion industry (naturally slim and tall, fast metabolism sort of thing), but still, I don't have one day where I truly feel content with my body. I'm not sure if it's because I'm growing and my hormones are on a roller coaster ride, but I'm still waiting for the day when I wake up and feel happy with myself. Now, this isn't because I'm in the fashion industry (however, that makes a difference), but every teenager probably feels this way (or I hope so, because otherwise consider me crazy). Without a strong heart and a support system equally strong or stronger, the fashion industry will pick and pull at every little thing you feel self-conscious about.

When someone tells me my waist measurement is too big or my cheekbones aren't high enough, I only let it get to me to a certain extent. There is nothing and will never be anything more important than being healthy. Beauty (as cliché as this is) comes from the inside, and everything on the outside is just an extra perk. Don't ever let someone make you feel intimidated or insecure because you can bet they are more insecure than you will ever be in your entire life. As with modelling, fashion is a career that may for some people only be short-lived, and that's why putting so much pressure on yourself to be something you simply aren't is not worth it. Nurses and doctors aren't asked to lose weight for their job, or to exercise so much they feel sick, so why are people in fashion industry expected to?

Adapted and abridged, *A circle of emotions*, The Huffington Post, [online], [consulted on Feb. 16, 2014]. Visit <http://www.huffingtonpost.com/alexa-curtis/fashion-industry-body-image>

**11.** Match the words on the left with their definitions on the right.

**I**

1. underpaid
2. controversial
3. roller coaster
4. perk

**II**

- a) that causes discussion
- b) not receiving a fair salary
- c) benefit
- d) extreme changes in behaviour

**12.** Find evidence for the following statements.

- a) The world of fashion can be a very hard one.
- b) Sometimes it can be more beneficial to have a traditional professional career.
- c) She never feels completely satisfied with her image.

**13.** Choose the correct option.

One of the subjects that generates more discussion is the...

- a) proportions of the models.
- b) intellectual ability of the models.
- c) professionalism of the models.

**14.** Find synonyms in the text for the following words.

- a) happy (paragraph 3)
- b) ill (paragraph 4)
- c) business (paragraph 4)

**15.** Decide if the following sentences are true [T] or false [F].

- a) The fashion business is very competitive and demanding.
- b) Everyone should try following a career in fashion.
- c) She deals with many issues regarding the way she looks.
- d) She lets herself be influenced by every comment people make of her appearance.

**16.** Choose the correct option.

If you work in fashion, you ...

- a) will work many hours and you won't receive the fair amount of money.
- b) will be very famous and you won't any have problems.
- c) will be successful without much effort.

**17.** How is the fashion industry?

**18.** How does the girl feel about her self-image?

**19.** How does the girl understand the concept of beauty?

**20.** What is the advice the girl gives to deal with those who criticize your image?

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## Answer Key

1. 1.-a); 2.-c); 3.-d); 4.-b).

2.

a) "Dove has worked to promote awareness about unrealistic beauty ideals by teaching young women to feel good about their appearances."

b) "I always try to set a positive example for my generation and promote confidence."

c) "I was bullied a lot as a kid in school from kindergarten up to third grade."

3. c)

4.

a) "awareness"

b) "issues"

c) "appearances"

5. a) F ; b)T ; c)F ; d)T.

6. b)

7. This is a movement that provides women the opportunity to guide, give advice and set as an example for girls in order to promote a healthy body image.

8. Her role as a mentor is to help girls her age develop healthy relationship with their bodies to increase their self esteem.

9. She is a good example because she is a celebrity and she also had problems with her appearance, so she understands the issue perfectly.

10. Keke tells girls not to pay too much attention to what others think and encourages them to look more on the inside of themselves and not the way they look.

11. 1.-b); 2.-a); 3.-d); 4.-c).

12.

a) "Fashion is not an easy industry."

b) "... a traditional path can sometimes be more rewarding."

c) "I don't have one day where I truly feel content with my body."

13. a)

14.

a) "content"

b) "sick"

c) "industry"

15. a) T; b) F; c) T; d) F.

16. a)

17. The fashion industry is a very competitive and aggressive world.

18. The girl never feels completely satisfied with her image.

**19.** For her beauty is something that comes from the inside of a person; the outside is just an extra.

**20.** She advises girls not to feel intimidated nor insecure with what people say about their image.