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VICTORIA SECRET'S ADD

<https://www.youtube.com/watch?v=S3QH-ZriX7E>



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QUIZ!!!



1-WHAT IS THE DOMINANT COLOUR IN YOUR WARDROBE ?

- A)Red
- B)Black
- C)White

2-WHAT DO YOU WEAR MORE OFTEN AMONG....?

- A)Necklaces
- B) Bracelets
- C) Earrings

3-WHAT IS YOUR FAVORITE SEASON?

- A)Summer
- B)Autumn
- C)Winter

4-WHAT IS YOUR IDEAL HOLIDAY?

- A)The seaside
- B)Relaxing in a spa
- C)In the mountains

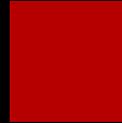
5-WHAT IS YOUR FAVORITE GAME?

- A)Twister
- B)Cluedo
- C)Cranium



If you have chosen more “A”

YOU ARE...



If you have chosen more “B”

YOU ARE ...



If you have chosen more “C”

YOU ARE ...





RED

Those who like and are attracted by Red colour have a dynamic character, life energy, good health and love knowing more and more.

Of course in all their choices, they look for positions of authority and prestige; in short they need to establish themselves.

Red is the ultimate cure for sadness.

(Bill Blass)



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BLACK



It is the colour of the dark. It represents space and chaos, the original place where everything was born, the invisible.

Black is the lack of all colours that forms the light, or a combination of multiple colours of pigments

The deeper meaning of black is the refusal to fight. The person who loves black is a person who thinks life does not offer joy and serenity and a defeatist behaviour may result in angry rebellion.



WHITE

It always identifies the symbol of purity, of noble intentions. White is associated to silence, to the immense, the infinite. It is the colour of salvation.

Those who love and are attracted by white have a great creativity, they need continuous changes and never create boundaries. They have a good disposition towards the others.

White is not a mere absence of colour, it is a brilliant and affirmative thing, it is as fierce as red, as final as black. “God paints in many colors but he never paints so beautifully, I would say almost grandly, as when he paints in white” (G.K. Chesterton).



READING COMPREHENSION

“THE WOMAN AS A SEXUAL OBJECT”

I would like to take into consideration the image of the women that we are offered on today's television and newspapers. Increasingly we see advertising with naked bodies, women lacking any personality and identity treated as objects, beautiful women, with smooth skin and a skinny body. In short, seemingly perfect women, but with little or no dignity. All these models that invade our television and our newspapers are rendered "perfect" through image editing programs.

In television programs we see more and more women like ladies in waiting, as the presence of quantity and not quality, with faces that seem masks, with no real quality, faces hidden by greasepaint, lipsticks and silicone. Women reduced to an object of sexual desire for men, women look even through the eyes of men. What do these bodies without a hint of authenticity tell us?

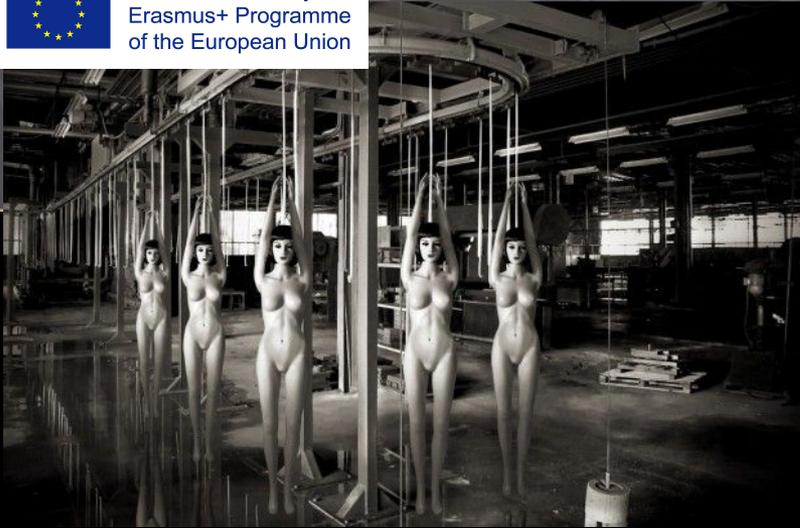
The commodification of women's bodies is unfortunately an increasingly topical issue. We are now invaded by photoshopped faces and bodies appearing everywhere and for several years have entered our collective imagination that there we do not make even more into account. We are now addicted to these perfect bodies that mass communication offers us every day submitting ourselves to a real media bombardment. And, like it or not, these are the role models appointed contemporary era.

Anna Magnani, in all her authenticity, to the makeup artist who wanted to cover her wrinkles before going on stage, said: "Leave me all, I do not want to cover them, it took me a lifetime to do them ." Today is it still the case? The passing of time is considered a disgrace, so the face is changed not to express any genuine trait, characteristic that instead must be the basis of all human relationships. Are we perhaps afraid to show our vulnerability? On TV, in newspapers, in advertisements, no one longer shows his/her true face.

The editing in the fashion industry, fashion and make-up is discussed along. Excessive use of Photoshop by many brands, advertising campaigns and the media conveys an image of unreal women, stereotyped and an extreme beauty that has a heavy impact on common sense. Especially on young girls who try at any cost to achieve similar results by undergoing extreme diets until they get to anorexia. In response to television older women make use of cosmetic surgery, try to keep pace with the younger ones (often even falling into the ridiculousness).

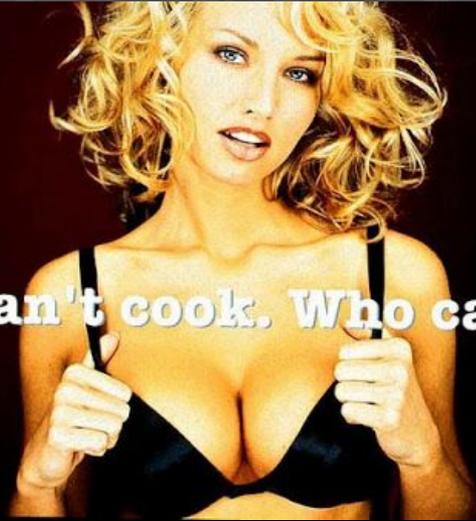


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THE ONE AND ONLY
wonderbra
Europe in Love

I can't cook. Who cares?





QUESTIONS

- 1) What do you think about the women used like an object in advertisements?
- 2) How do you feel when you look at these advertisements?
- 3) Do you think that the models have their own personality or are they only puppets?