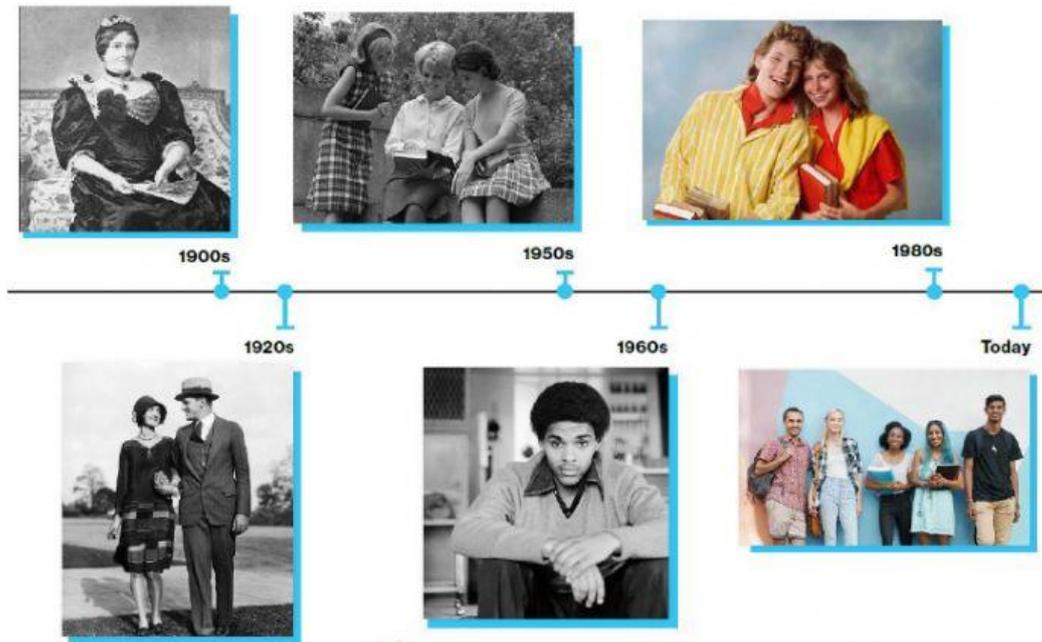
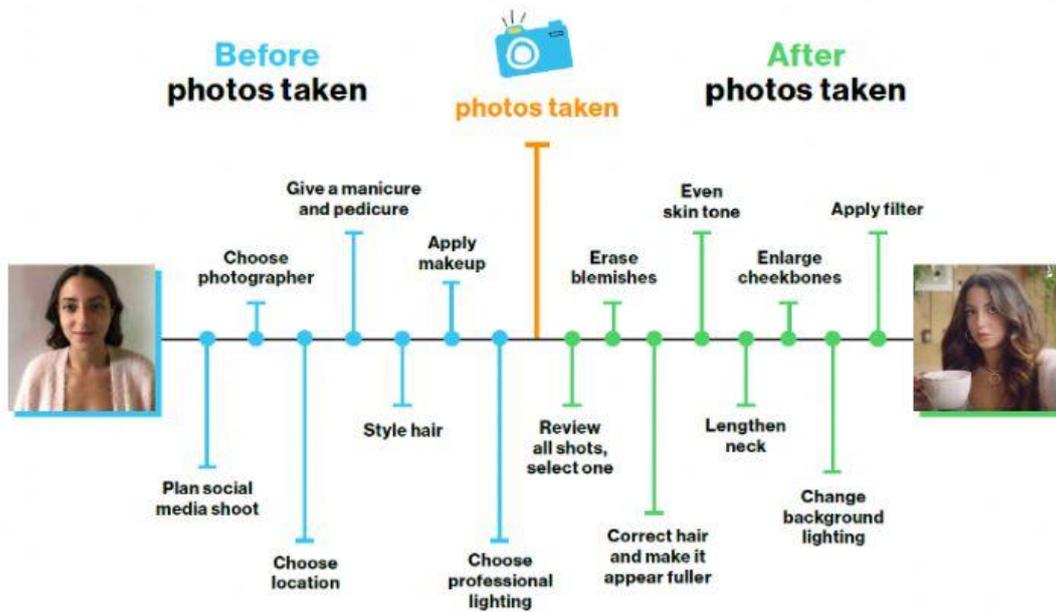


What are appearance pressures?



How can images be manipulated?



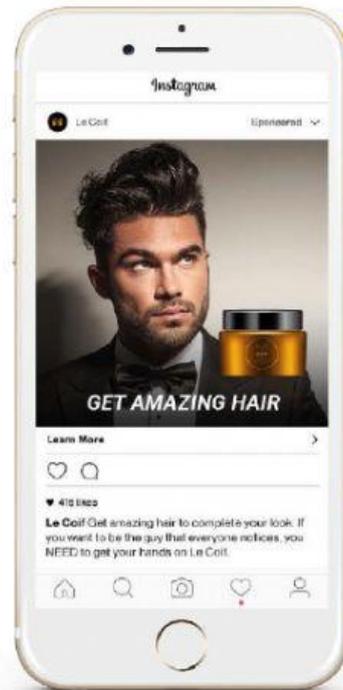
Let's have a look at this video:

<https://www.youtube.com/watch?v=sQS9pymkLiU&feature=youtu.be>



Questions:

- 1 What is being sold in this advertisement?
- 2 Who are they using to sell it?
- 3 What is the overall message of the ad?
- 4 Why did they pick a person who looks like this?
- 5 Why would they manipulate a picture of this person to make them look more "ideal"?



M

Look at the photos of these women. How would you describe their physical appearance?



Which adjectives could you use with which facial feature?

chin, jaw, cheekbones, hair, eyes, forehead, nose, lips, eyebrows, teeth

round almond oval heart-shaped full thin broad snub turned up receding
curly wavy spiky double thick straight dark shoulder-length prominent high

	Chin
	Jaw
	Cheekbones
	Hair
	Eyes
	Forehead
	Nose
	Lips
	Eyebrows
	Teeth

Watch the video and answer the following questions:

<https://www.youtube.com/watch?v=XpaOjMXyJGk>

1. What was Gil Zamorra's previous job? What was he doing this time?
2. How did Gil get the information to make his drawings?
3. Which of the two pictures do you think looked most like the real people?
4. What is the message of the video?
5. The video is an advertisement. What do you think the advert is for?

What language do the women use to describe themselves?

Discuss

1. Do you think "femvertising" delivers an important message to girls and women?
2. Do you think that it's ever acceptable to airbrush photos used in advertising?
3. The article describes four important changes that one company is making to their business practices. What are these? Which do you think is the most important, and why?
4. How would you answer the rhetorical question at the end of the article?
5. What other changes would you like to see to the way beauty products are advertised and sold?