

AXE Identity and Exchanges / Diversity and Inclusion
SEQUENCE Beauty Around The World

Document 2

Video: "Is Pakistan obsessed with fair skin?" by BBC

Answer the following questions.

- 1. What does the Pakistani celebrity promise to women in the advertisement?
Finish the sentence with 2 words.**

She promises them

- 2. In what way are the women with dark skin portrayed in the advertisement?
Finish the sentence with 3 words.**

They are portrayed as and

- 3. What product does the Pakistani celebrity advertise? Finish the sentence with
2 words.**

She advertises the

- 4. Is it the first advertisement of this kind in Pakistan? Choose the correct answer
with "X".**

It is the first campaign of this kind in Pakistan	
There have been campaign like this before	

5. Read the statements and decide if they are true or false. Mark your choice with "X".

	<i>TRUE</i>	<i>FALSE</i>
Pakistani women are conditioned to believe that fair skin is better than dark one.		
A blemish face is highly demanded by women who want to be accepted by society.		
Pakistani women follow the skin whitening advertising campaigns blindly.		
Pakistani men are not influenced by the fashion for skin bleaching.		
Being a fair-skinned person improves your marriage chances in Pakistan.		

6. How many skin whitening products are there in Pakistan? Finish the sentence (write a number).

There are over skin whitening products in Pakistan.

7. Fill in the missing spaces with the suitable word (multiple options). These are not necessarily words from the video.

The advertising campaign was criticised by the public. Nevertheless, the product itself was Producers and sellers say that people need to change the way they