

[THOUGHTS ★] THOUSANDS OF PEOPLE WANT VICTORIA'S SECRET TO APOLOGIZE FOR 'PERFECT BODY' AD

(P1) But can it make a difference?

(P2) More than 16,000 people have signed a U.K. petition asking Victoria's Secret to **apologize** for an **"irresponsible," "body-shaming"** ad.

(P3) The lingerie company **sparked outrage** for a new campaign celebrating "The Perfect 'Body.'" The ad copy is a **riff on** the brand's "Body" lingerie line, but since the **slogan hovers above** the supermodels' bodies, people say it sends the wrong message.

(P4) **Dear Kate**, an underwear company "made by women for women," insists that the lingerie industry as a whole can and should do better. "As if women need a **reminder** of our society's **homogenous** definition of beauty, the ad features ten models with almost identical body shapes," its website reads. "The creators of the ad probably didn't think twice about the message it is sending, and to us, it's irresponsible marketing."

Here is Dear Kate's **alternative**:

(P5) But can the **petition incite** change? Petition writers Frances Black, Gabriella Kountourides and Laura Ferris note that "we have yet to hear a single word from Victoria's Secret! It can't be much longer until they **listen up** and realize that they have some apologizing to do."

(P6) Victoria's Secret did not reply to TIME's request for comment.

(P7) But the "Perfect Body" campaign **is in line with** past marketing efforts. Victoria Secret's previous "Love Your Body" campaign (which also incited **backlash**) provides a **stark** contrast to companies like **Dove's** take on **promoting** an ideal body image.

(P8) Some companies just prefer companies **opt to** promote "perfect bodies" rather than "real beauty."

Words: 292

Source: <http://time.com/3551892/victorias-secret-perfect-body-ad-backlash-petition/>

DISCUSSION QUESTIONS

If you found the passage difficult to read or had problems understanding specific words or idiomatic expressions, please discuss them with your tutor. The following discussion questions should be answered in your own words and with your own arguments.

1. Briefly summarize the content of the article in your own words.
 2. What 16,000 British asking Victoria's Secret to apologize for (P2)? Do you agree with their argument?
 3. "The creators of the ad probably didn't think twice about the message it is sending, and to us, it's irresponsible marketing. (P4)" Do you agree with Dear Kate's argument?
 4. Do you think this petition can incite change (P5)? Why or why not?
 5. "The society tends to converge to a single image of beauty." Do you agree or disagree with the statement? Why or why not?
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WHAT / WHO / WHERE ARE THEY?

Dear Kate

(Company) A relatively new underwear company with slogan "Made by women for women" that makes new kind of underwear with a built-in breathable lining that protects like a pantiliner.

Dove

(Company) a personal care brand owned by Unilever. Dove products are manufactured in Argentina, Australia, Brazil, Canada, Germany, India, Indonesia, Ireland, Mexico, Netherlands, Pakistan, Philippines, South Africa, Thailand, Turkey and United States. The products are sold in more than 80 countries and are offered for both women and men. The Dove trademark and brand name is currently owned by Unilever. Dove's logo is a silhouette profile of the brand's namesake bird.

VOCABULARY

Apologize	(v) 사과하다
Irresponsible	(adj) 무책임한
Body-shaming	(n) 공개적으로 몸매를 비판하는 것
Spark	(v) (대화·논쟁·우정 등을 흔히 갑자기) 시작하다[불 붙이다]
Outrage	(n) 격분, 격노
Riff on	(expression) An improvised passage, esp a solo; break, lick: an initially funky bass riff (1917+ Jazz musicians)
Slogan	(n) 구호, 슬로건
Hover above	(v) ~위를 맴돌다
Reminder	(n) (이미 잊었거나 잊고 싶은 것을) 상기시키는 것
Homogenous	(adj) 균질의, 동질의
Alternative	(adj/n) 대체 가능한, 대안이 되는 (것)
Petition	(n) (법원에 법률적 처리를 요청하는) 신청서
Incite	(v) 선동하다
Listen up	(v) To listen closely; pay strict attention Often a brusque command : He can make you listen up with that violin of his (1960s+ Armed forces fr black)
[Be] in line with	(expression) ~와 일치하다
Backlash	(n) (사회 변화 등에 대한 대중의) 반발
Stark	(adj) (차이가) 극명한
Promote	(v) 홍보하다
Opt to	(v) ~하기로 선택하다