

# Scheme of work

## Unit 2.3: Beauty

### Overview

Unit 2.3 focuses on how the mass media puts pressure on men and women by constructing narrow definitions of 'beauty'. It also explores social problems that are created by unrealistic depictions of beauty and sex, such as eating disorders and sexual harassment.

<b>Learning objectives</b> <ul style="list-style-type: none"> <li>Become familiar with a range of texts that deal with narrow definitions of 'sex' and 'beauty'.</li> <li>Develop skills in visual literacy, analysing advertisements and awareness campaigns.</li> <li>Develop proficiency with terms and concepts that are relevant to the topic and text types.</li> </ul>	<b>AOE questions</b> <ul style="list-style-type: none"> <li>What are the different ways in which people are affected by texts?</li> </ul>
<b>Concepts</b> <p><b>Identity</b> – Some people form their identity or self-image by comparing themselves to people they either know or see in the media. To what extent is this true?</p> <p><b>Representation</b> – Explore how men and women are represented in the media, including in role-reversal advertisements. How have these representations changed over time, if at all? How have these representations changed with more inclusion and acceptance of homosexuality in mainstream Western media in that time?</p>	
<b>ATL</b> <p><b>Communication skills</b> – Listen to your peers present, take notes, observe, and give your own presentation about Dove's Campaign for Real Beauty.</p>	<b>Learner portfolio</b> <p>Activity 3.12 Deliver a ten-minute mock individual oral by analysing Texts 2.27 and 2.28.</p> <p>Activity 3.13 'Best bits of analysis' from peers' practice of Paper 1 analyses.</p>
<b>TOK</b> <p>'What is beauty?' and 'How can we define 'beautiful'?' Are there universally accepted qualities that we look for in a 'beautiful' magazine model?</p>	<b>Extended essay</b> <p>'In what ways have the advertising campaigns of Dolce &amp; Gabbana evolved over the past 40 years with regard to the sexualisation and objectification of men and women?'</p>
<b>Formative assessment opportunities</b> <p>Activity 3.12 – deliver a ten-minute mock individual oral by analysing Texts 2.27 and 2.28.</p>	<b>Summative assessment opportunities</b> <p>Activity 3.13 – a practice Paper 1 on diet advertisements.</p> <p>Activity 3.17 – a practice HL essay using Text 2.29: Oprah Winfrey's 2018 speech at the Golden Globes.</p>

<p><b>Texts – print</b></p> <p>2.19 – A L’Oreal advertisement titled ‘New Volume Shocking Two Step Volume Construction Mascara’</p> <p>2.20 – An awareness campaign by Adbusters titled ‘Beauty is Averageness’</p> <p>2.21 – An advertisement for Start Models titled ‘You are not a sketch’</p> <p>2.22 – An advertisement for Dove’s Campaign for Real Beauty titled ‘Fat? Fit?’</p> <p>2.23 – An awareness campaign by Adbusters titled ‘Escape from Calvin Klein’</p> <p>2.24 – An advertisement by Dolce and Gabbana</p> <p>2.25 – An awareness campaign by Salvation Army South Africa titled ‘Why is it so hard to see black and blue’</p> <p>2.26 – An awareness campaign by Missoula’s Intervention in Action Project titled ‘I could tell she was asking for it’</p> <p>2.27 – A poem by Carol Ann Duffy titled ‘The Diet’</p> <p>2.28 – An advertisement by Metrecal titled ‘You know why she’s wearing the sweatshirt, don’t you?’</p> <p>Text 2.29 – a speech by Oprah Winfrey: ‘Their time is up’</p>	<p><b>Texts – audio and visual</b></p> <p>Video: Dove’s Campaign for Real Beauty – ‘Evolution’</p> <p>Video: Dove’s Campaign for Real Beauty – ‘Onslaught’</p> <p>Video: Greenpeace Campaign Ad titled ‘Onslaught(er)’ in reaction to Dove’s Onslaught ad</p> <p>Video: Dove’s Campaign for Real Beauty – ‘Women all over the world make a choice’</p> <p>Video: Dove’s Campaign for Real Beauty – ‘A girl’s beauty confidence starts with you’</p> <p>Video Dove’s Campaign for Real Beauty – Real beauty sketches</p> <p>Video: Dove’s Campaign for Real Beauty – ‘Selfie’</p>
<p><b>Suggested additional resources</b></p> <p><i>Buyology</i> by Martin Lindstrom provides the neuroscience behind purchasing decisions, brand loyalty and the effects of sex in ads.</p> <p><i>Killing Us Softly</i> is a series of talks and documentaries by Jean Kilbourne which explores the problems of sex in advertising.</p> <p><i>Me Too</i> is a documentary by social activist Tarana Burke.</p>	<p><b>Links to literature</b></p> <p>(Not all texts appear on the PRL. Some are ‘free choice’ options.)</p> <p><i>Americanah</i> by Chimamanda Ngozi Adichie</p> <p><i>The Feminine Mystique</i> by Betty Friedan</p> <p><i>The Beauty Myth</i> by Naomi Wolf</p>

## Suggested lesson plan

Your course design and lesson plans will be unique to your own classroom. Do what works for you in your context. The plan below combines various activities in this unit into hour-long lessons. It is impossible to cover every activity and every suggestion given in the coursebook. You will need to decide what is best for you and your students. In other words, adapt this as you see fit.

### Lesson 1

Lesson starter: TOK discussion

Activities 3.1 – 3.3

### Lesson 2

Activities 3.4 and 3.5

**Homework assignment:** Activity 3.6

### Lesson 3

Activity 3.6 (the homework assignment)

Activity 3.7

### Lesson 4

Activity 3.8

**Homework assignment:** Activity 3.9

### Lesson 5

Activities 3.9 and 3.10

### Lesson 6

Activity 3.11

Activity 3.12 (preparation)

**Homework assignment:** Activity 3.12 (record your individual oral)

### Lesson 7

Activities 3.14 – 3.16

**Homework assignment:** find your diet advertisement for Activity 3.13

### Lesson 8

Activity 3.17 (HL essay)

### Lesson 9

Activity 3.13 (Paper 1 analysis in class, once advert is approved)