**Cambridge English B for the IB Diploma: Teacher resource**

**Audio scripts**

**Audio track 3**

**Mike:** In the studio with me today is psychology professor Dr Julie Kreisman. And she is here to talk about advertising and self-esteem. Thank you for joining me, Dr Kreisman.

**Julie:** Thank you for inviting me.

**Mike:** Well, we’re excited to have you here on ‘Popular Science’. Just to jump into your research: your team has come to new conclusions on an age-old problem – the problem of advertising and self-esteem.

**Julie:** Yes, that’s right. It’s always been assumed that women become more insecure or even depressed by seeing skinny models in magazines.

**Mike:** But, what your research shows is that this is not true?

**Julie:** Well it’s still true... but only to a certain extent.

**Mike:** How so?

**Julie:** So, it still holds true for women who view certain, *subtle* images. These are ads that include pretty models together with products, or where women are in the background of a photograph. Their beauty is not dominating these ads.

**Mike:** And these ads subconsciously make the viewers, female viewers to be specific, more insecure about their appearance?

**Julie:** Exactly. They lead to a lack of confidence and low self-esteem.

**Mike:** ... which confirms what psychologists already knew about the adverse effects of advertising.

**Julie:** Right, but it becomes more complicated when you study different types of ads. You see, if you take ads that *blatantly* focus on the bodies and faces of supermodels, where their beauty is clearly dominating the ad, then readers become more confident, paradoxically.

**Mike:** Sorry, you say *more* confident? Can you explain?

**Julie:** Yes, their self-esteem actually rises. It’s as if they think: “We see what you’re trying to do here... and we’re not falling for it.” It seems to be a kind of defense mechanism that many women have.

**Mike:** That’s interesting. It’s quite the opposite of what you would expect. You’re saying that women actually feel *better* about themselves after viewing ads with sexy models and unrealistic body shapes.

**Julie:** Yeah, that’s right. What happens is, they see right through these ads. And as a result, they begin to fortify their own self-image, feeling even *more* confident about themselves.

**Mike:** That sounds like good news for women.

**Julie:** Yes, but remember, the subtle advertising still makes women feel insecure.