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Level 5 – 3rd July, 2018

TV razor ad shows real body hair for first time

FREE online quizzes, mp3 listening and more for this lesson here:

<https://breakingnewsenglish.com/1807/180703-body-hair-5.html>

Contents

The Reading	2
Phrase Matching	3
Listening Gap Fill	4
No Spaces	5
Survey	6
Writing and Speaking	7
Writing	8

Please try Levels 4 and 6. They are (a little) harder.

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THE READING

From <https://breakingnewsenglish.com/1807/180703-body-hair-5.html>

A TV advert for a razor has created great debate online. The ad shows women shaving real body hair. This seems to be an everyday thing and nothing to write home about - normal TV-ad content. However, it is the first time on U.S. TV that an ad has shown the shaving of actual body hair. For decades, razor companies have aired ads showing women shaving already smooth legs and armpits. There is never a hair in sight. It seems as though the companies want to promote the false image that women have hairless bodies. The new ad by the razor brand Billie has corrected this.

Billie's ad is the first commercial in 100 years that shows women have body hair. All previous ads showed hairless women. Billie showed women shaving hair from their toes, stomachs, armpits, and between their eyebrows. Billie co-founder Georgina Gooley told a magazine that she was shocked at how companies show women to have perfectly smooth bodies. She said: "When brands pretend that all women have hairless bodies, it's a version of body-shaming." She added: "Shaving is a personal choice, and no one should be telling women what to do with their hair."

Sources: <https://www.bbc.com/news/world-us-canada-44669002>
<https://www.teenvogue.com/story/billies-new-razor-campaign-shows-off-body-hair>
<https://www.elitedaily.com/p/billies-new-shaving-campaign-is-the-first-to-feature-actual-body-hair-in-its-ads-9592567>

PHRASE MATCHING

From <https://breakingnewsenglish.com/1807/180703-body-hair-5.html>

PARAGRAPH ONE:

- | | |
|-------------------------|---------------------|
| 1. A TV advert | a. everyday thing |
| 2. created great | b. image |
| 3. This seems to be an | c. ads |
| 4. nothing to | d. debate online |
| 5. it is the first time | e. armpits |
| 6. companies have aired | f. for a razor |
| 7. smooth legs and | g. on U.S. TV |
| 8. promote the false | h. write home about |

PARAGRAPH TWO:

- | | |
|--------------------------------|-----------------------|
| 1. the first commercial | a. hairless bodies |
| 2. All previous ads showed | b. choice |
| 3. between | c. shaming |
| 4. perfectly smooth | d. hairless women |
| 5. pretend that all women have | e. do with their hair |
| 6. it's a version of body- | f. in 100 years |
| 7. Shaving is a personal | g. bodies |
| 8. telling women what to | h. their eyebrows |

LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/1807/180703-body-hair-5.html>

A TV advert for a razor (1) _____ debate online. The ad shows women shaving real body hair. This seems to be an everyday thing and nothing to (2) _____ - normal TV-ad content. However, it is the first time on U.S. TV (3) _____ has shown the shaving of actual body hair. For decades, razor companies have aired ads showing women shaving already (4) _____ armpits. There is never a hair in sight. It seems as though the companies want to promote the (5) _____ women have hairless bodies. The new ad by the razor brand Billie (6) _____.

Billie's ad is the first commercial (7) _____ that shows women have body hair. (8) _____ showed hairless women. Billie showed women shaving hair from their toes, stomachs, armpits, and (9) _____. Billie co-founder Georgina Gooley told a magazine that she was shocked at how companies show women (10) _____ smooth bodies. She said: "When brands pretend that all women have hairless bodies, it's (11) _____ body-shaming." She added: "Shaving is a personal choice, and no one should be telling women what to do (12) _____."

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/1807/180703-body-hair-5.html>

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BODY HAIR SURVEY

From <https://breakingnewsenglish.com/1807/180703-body-hair-4.html>

Write five GOOD questions about body hair in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

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WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

