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Level 4 – 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-4.html>

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Please try Levels 5 and 6. They are (a little) harder.

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THE READING

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

A TV advert for a razor has created great debate online. It shows women shaving real body hair. This seems to be an everyday thing and nothing special. However, it is the first time on U.S. TV for an ad to show real body hair being shaved. For decades, razor company ads showed women shaving very smooth legs. There was never any hair. It gave the false image that women have hairless bodies. The new ad, by the razor brand Billie, corrected this.

Billie's ad is the first in 100 years to show women with body hair. It showed women shaving hair from their toes, stomachs and armpits. Billie co-founder Georgina Gooley said she was shocked at how ads show women with 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-4.html>

PARAGRAPH ONE:

- | | |
|---------------------------|--------------------|
| 1. A TV advert | a. real body hair |
| 2. created great debate | b. decades |
| 3. It shows women shaving | c. special |
| 4. This seems to be an | d. being shaved |
| 5. nothing | e. for a razor |
| 6. it is the first | f. everyday thing |
| 7. real body hair | g. time on U.S. TV |
| 8. For | h. online |

PARAGRAPH TWO:

- | | |
|-----------------------------|---------------------|
| 1. Billie's ad is the first | a. shocked |
| 2. stomachs and | b. with their hair |
| 3. Gooley said she was | c. of body-shaming |
| 4. perfectly smooth | d. armpits |
| 5. it's a version | e. be telling women |
| 6. Shaving is a personal | f. bodies |
| 7. no one should | g. in 100 years |
| 8. what to do | h. choice |

LISTEN AND FILL IN THE GAPS

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

A TV advert (1) _____ has created great debate online. It shows women shaving real body hair. This seems to be (2) _____ and nothing special. However, it is the first time on U.S. TV for an ad to show real body (3) _____. For decades, razor company ads showed women shaving (4) _____. There was never any hair. It gave (5) _____ that women have hairless bodies. The new ad, by (6) _____ Billie, corrected this.

Billie's ad is the first (7) _____ to show women with body hair. It showed women shaving hair from their toes, (8) _____. Billie co-founder Georgina Gooley said she was shocked at how ads show women (9) _____ bodies. She said: "When brands pretend that all women (10) _____, it's a version of body-shaming." She added: "Shaving is (11) _____, 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-4.html>

ATVadvertforarazorhascreatedgreatdebateonline.Itshowswomens havingrealbodyhair.This seemstobeaneverydaythingandnothingspecial.However,itisthefirsttimeonU.S.TVforanadtoshowrealbodyhair beingshaved.Fordecades,razorcompanyadsshowedwomenshavingvery smoothlegs.Therewasneveranyhair.Itgavethefalseimagethatwomen havehairlessbodies.Thenewad,bytherazorbrandBillie,corrected this.Billie'sadisthefirstin100yearstoshowwomenwithbodyhair.It showedwomenshavinghairfromtheirtoes,stomachsandarmpits.Billieco-founderGeorginaGooleysaidshewasshockedathowadsshowwomen withperfectlysmoothbodies.Shesaid:"Whenbrandspretendthatall womenhavehairlessbodies,it'saversionofbody-shaming."Sheadded:"Shavingisapersonalchoice,andnooneshouldbetellingwomenwhat todowiththeirhair."

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) _____

