

NEWS ENGLISH LESSONS.com

Vaseline promotes whiter skin in India

MANY FLASH AND ONLINE ACTIVITIES FOR THIS LESSON, PLUS A LISTENING, AT:

http://www.NewsEnglishLessons.com/1007/100717-skin_colour.html

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ALL ANSWERS ARE IN THE TEXT ON PAGE 2.

17th July, 2010

THE READING / TAPESCRIPT

From: http://www.NewsEnglishLessons.com/1007/100717-skin_colour.html

The skincare company Vaseline has created an application for Facebook that lightens men's skin. The app is only available in India. It makes faces in photos whiter. The special widget promises to "transform your face...with Vaseline Men." The company has used Bollywood star Shahid Kapur to promote their product. His face is shown in two halves – one darker, one lighter. Skin-whitening creams are very popular in India. An online dating site found people thought skin colour was very important. However, newspapers have attacked companies who say lighter skin is better.

Many people think Vaseline's advertising campaign is racist. It is surprising a famous brand is encouraging men to make their skin whiter. They also used advertisements that said whiter skin was healthier. Maybe they can only do this in India. I'm sure people would go mad if Vaseline tried this in the U.S.A. All skin colours are healthy and beautiful. The idea that lighter skin looks better is stupid. It probably comes from Hollywood where blonde hair, blue eyes and milk-white skin is still the image people like to see. In India, Vaseline is only encouraging racism.

PHRASE MATCH

From: http://www.NewsEnglishLessons.com/1007/100717-skin_colour.html

Match the following phrases from the article.

Paragraph 1

- | | |
|-----------------------------------|----------------------------|
| 1. created an application | a. halves |
| 2. The app is | b. skin is better |
| 3. His face is shown in two | c. dating site |
| 4. Skin-whitening creams are very | d. for Facebook |
| 5. An online | e. only available in India |
| 6. companies who say lighter | f. popular in India |

Paragraph 2

- | | |
|----------------------------|----------------------|
| 1. Vaseline's advertising | a. this in India |
| 2. encouraging men to make | b. go mad |
| 3. they can only do | c. looks better |
| 4. I'm sure people would | d. campaign |
| 5. lighter skin | e. like to see |
| 6. the image people | f. their skin whiter |

LISTENING GAP FILL

From: http://www.NewsEnglishLessons.com/1007/100717-skin_colour.html

The skincare company Vaseline has _____ for Facebook that lightens men's skin. The app is only available in India. It _____ whiter. The special widget promises to "transform your face...with Vaseline Men." The company has used Bollywood star Shahid Kapur to promote their product. _____ two halves – one darker, one lighter. Skin-whitening creams _____ India. An online _____ people thought skin colour was very important. However, newspapers have attacked companies who _____ better.

Many _____ people think _____ Vaseline's _____ advertising _____ . It is surprising a famous brand is encouraging _____ skin whiter. They also used advertisements that said whiter skin was healthier. Maybe they can only do this in India. I'm sure _____ if Vaseline tried this in the U.S.A. All skin colours are healthy and beautiful. The _____ looks better is stupid. It _____ Hollywood where blonde hair, blue eyes and milk-white skin is still the image people like to see. In India, Vaseline _____ racism.

MULTIPLE CHOICE

From: http://www.NewsEnglishLessons.com/1007/100717-skin_colour.html

The skincare company Vaseline has created an application (1) _____ Facebook that lightens men's skin. The app is only available in India. It (2) _____ faces in photos whiter. The special widget promises to "transform your face...with Vaseline Men." The company has used Bollywood star Shahid Kapur to (3) _____ their product. His face is shown in two halves – one darker, one lighter. Skin-whitening creams are very popular in India. An online dating (4) _____ found people thought skin colour was very important. However, newspapers have attacked companies who (5) _____ lighter skin is better.

Many people think Vaseline's advertising campaign is racist. It is surprising a famous brand is (6) _____ men to make their skin whiter. They also used advertisements that said whiter skin was healthier. Maybe they can only do this in India. I'm (7) _____ people would go mad if Vaseline tried this in the U.S.A. All skin colours are healthy and beautiful. The (8) _____ that lighter skin looks better is stupid. It probably (9) _____ from Hollywood where blonde hair, blue eyes and milk-white skin is still the image people like to see. In India, Vaseline is only encouraging (10) _____.

Put the correct words from this table into the article.

- | | | | |
|-----|-----------------|---------------|----------------|
| 1. | (a) for | (b) to | (c) by |
| 2. | (a) takes | (b) makes | (c) does |
| 3. | (a) promotion | (b) promotes | (c) promote |
| 4. | (a) sight | (b) slight | (c) site |
| 5. | (a) talk | (b) say | (c) speak |
| 6. | (a) encouraging | (b) encourage | (c) encourages |
| 7. | (a) really | (b) sure | (c) true |
| 8. | (a) idea | (b) ideas | (c) ideals |
| 9. | (a) does | (b) goes | (c) comes |
| 10. | (a) racist | (b) racism | (c) racy |

SPELLING

From: http://www.NewsEnglishLessons.com/1007/100717-skin_colour.html

Spell the jumbled words (from the text) correctly.

Paragraph 1

1. artceed an application
2. lsnihget men's skin
3. only llvbaiaae in India
4. shown in two ahvles
5. Skin-whitening mresac
6. An online igdnat site

Paragraph 2

7. advertising agicmanp
8. a famous nbdra
9. All skin colours are teyhahl
10. bnedol hair
11. the giame people like
12. encouraging ramcsi

PUT THE TEXT BACK TOGETHER

From: http://www.NewsEnglishLessons.com/1007/100717-skin_colour.html

Number these lines in the correct order.

- (**1**) The skincare company Vaseline has created an application for Facebook that lightens men's skin. The app is only
- () face...with Vaseline Men." The company has used Bollywood star Shahid Kapur to promote their product. His face is
- () Many people think Vaseline's advertising campaign is racist. It is surprising a famous brand is encouraging men to
- () shown in two halves – one darker, one lighter. Skin-whitening creams are very popular in India. An online dating site
- () eyes and milk-white skin is still the image people like to see. In India, Vaseline is only encouraging racism.
- () idea that lighter skin looks better is stupid. It probably comes from Hollywood where blonde hair, blue
- () available in India. It makes faces in photos whiter. The special widget promises to "transform your
- () make their skin whiter. They also used advertisements that said whiter skin was healthier. Maybe they can only do this
- () found people thought skin colour was very important. However, newspapers have attacked companies who say lighter skin is better.
- () in India. I'm sure people would go mad if Vaseline tried this in the U.S.A. All skin colours are healthy and beautiful. The

THE READING / TAPESCRIPT

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With a partner, put the words back into the correct order.

1. An application for Facebook that lightens men's skin.

2. The app is only available in India.

3. makes in whiter It faces photos.

4. two in shown is face His halves.

5. colour skin thought People important very was.

6. Encouraging whiter skin their make to men.

7. whiter said that Advertisements healthier was skin.

8. only do Maybe this they in can India.

9. skin All beautiful and healthy are colours.

10. is Vaseline racism encouraging only.

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. SKIN COLOUR: Search the Internet and find more information about skin colour. Talk about what you discover with your partner(s) in the next lesson.

3. MAGAZINE ARTICLE: Write a magazine article about skin colour. Include imaginary an interview with people with different skin colours. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

4. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

5. LETTER: Write a letter to the head of Vaseline. Ask him/her three questions about the Facebook app. Give him/her three of your opinions on skin colour. Read what you wrote to your classmates in the next lesson. Your partner will answer the questions you asked.