

Tekst 5

Some Notes on Reality

- 1 It's not that female supermodels are not real. They are flesh – a little flesh – and blood like anyone else. But the phrase “real women” automatically excludes them if “real” means something like well within the range of normal body types. Ad campaigns from Dove featuring amateur models, with amateur bodies, in their underwear have turned the reality of real women into at least a temporary advertising asset.
- 2 These women – brightly lit, smiling broadly and unmodishly from the sides of buses – are not likely to put the tall, thin tribe of beauties out of work anytime soon. But they give heart to real women everywhere. And they remind us how strange the human species looks through the lens of advertising. Just imagine what would happen if the world of television and magazine and billboard ads really represented the world we see around us. All the female models would have to be replaced by more realistically proportioned models like the ones in the Dove ads.
- 3 You won't be seeing a “real men” movement anytime soon, of course, but only because there is no need for it. Fashion may be about the fantasies of women, but television and the movies are about the fantasies of men, which is why it's so easy to find so many plump or merely ordinary-looking male actors playing opposite beautiful, malnourished women. The fact is that we all, men and women, seem to wander through life wondering what we really look like, and what we really should look like, while taking our cues not from the mirror or the scales, or from a sense of health and well-being, but from the magazines that pile up in the dentist's office.

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- “It’s not ... anyone else.” (eerste twee zinnen alinea 1)
Verderop in de tekst geeft de schrijver twee andere beschrijvingen die voor ‘female (super)models’ gebruikt (kunnen) worden.
- 2p **17** Welke beschrijvingen zijn dat?
Schrijf **twee** citaten op.
- 1p **18** Which of the following is true regarding paragraph 2?
In this paragraph the writer
- A** describes the use of amateur models as a positive development.
 - B** explains why advertisers will not often be able to use amateur models in the future.
 - C** questions the motives of the advertisers that employ amateur models.
 - D** ridicules the use of amateur models for serious advertising campaigns.
- 1p **19** What is the main point made in paragraph 3?
- A** In general, there are far fewer handsome men than good-looking women.
 - B** Men are less easily persuaded to do something about their looks than women are.
 - C** People’s opinions of themselves are strongly influenced by the images used in the media.
 - D** The importance of a healthy lifestyle has been receiving more and more attention.