

TEXT 1**CAN ADVERTISING AND FEMINISM LEARN TO GET ALONG?**

- 1 I once wrote an advert in which Neanderthal women throw a party after discovering stilettos. I've sat in meetings where I've agreed that the actress is too old for a yoghurt advert. I've briefed retouchers to make thighs skinnier and jowls disappear. I've cast good-looking women to be married to remarkably ordinary men, but never the other way round.
- 2 I call myself a feminist. But I am a complete contradiction.
- 3 Every day I become more aware of the ridiculous inequalities I've perpetuated. In the past (I can't believe I'm admitting this) I've agreed we shouldn't cast a woman as a boss/dentist/doctor as it makes you think about the character too much. I've chosen men to do voiceovers on adverts because they seem more generically 'human' than a woman. What was I thinking? That a woman being anything other than a beautiful prop will confuse people?
- 4 Working in advertising means I do things that compromise my feminist ideals every day. I guess this also means that I have to ask myself: can I come out fighting for equality when I'm part of the problem? Annie Lennox would say no. But what if the best place to change things is from the inside?
- 5 Last year *Elle* magazine came to the agency I was working at and asked us to rebrand feminism. Previously I'd not really engaged with the word. But the brief made me look at lots of things I'd just accepted without question: the lack of female bosses (I'd had one wonderful female creative director – only one); the funny roles I'd written just for men; the fact that I dressed like a man for important meetings for fear that a skirt would lose me some credibility.
- 6 It wasn't lost on the group, which consisted of men and women, young and old, that a fashion magazine and an advertising agency coming together to rebrand a complex political and social ideology might feel slightly disingenuous¹. But every single person in that room, men included, described themselves as a feminist. If you look hard at the opportunity, a magazine with a huge audience and an agency whose core skill is behaviour change, you have a potent mix that could make a real world difference.
- 7 I think we're getting there. Following *Elle's* 'Make Them Pay' campaign, the Minister for Equalities sided with us and Prime Minister David Cameron made a statement in the Commons about equal pay: a statement that looked to change an actual law of the country. Who says women's magazines are useless?
- 8 Being a feminist and believing in gender equality should be the default. The word is now being widely adopted and, thankfully, in just a year, *Elle's* original brief to rebrand feminism feels outdated.
- 9 The smart women of *Elle* had another brief. They want to get men identifying as feminists. Just as Emma Watson highlighted with her 'HeForShe' campaign, gender stereotypes don't just affect girls. Feminism is about equality, which affects everyone, not just men or women. The pay gap prevents men from being stay-at-home fathers just as much as it forces women to stay at home with the children.
- 10 So we invented **#mydadthefeminist**. My Dad was the first person to point out to me how sexist fairytales and traditional wedding ceremonies are. He sewed and cooked while my Mum went to the tip. Jobs and responsibilities were never divided by gender in our family.

- 11 Getting women thinking about their dads, and getting men (especially new fathers) thinking about their daughters through the lens of feminism, will hopefully make people realise that feminism is not just a female issue. Men and women live in the same world and equality will only happen when everybody wants it.
- 12 We wanted to create a campaign that opened up the word to men and to different generations. For some, identifying as a feminist can feel divisive. But it's different, and perhaps easier, to celebrate a family member or friend as one. A friend described the campaign as 'nice', (usually a bland, grey term) but in this case it's right. There are different ways of provoking debate around feminism, some more forceful than others. For this campaign, however, we wanted to gently get people thinking about equality across genders.
- 13 When I'm next casting for the part of a chief executive, I will think of what #mydadthefeminist would say, and how he would scoff if I unthinkingly went for a man.
- 14 I promise not to write ads where young women are ecstatic about a low-calorie yoghurt. I promise not to save all the funny roles for boys. I promise not to think of women simply as beautiful props.

[Adapted from the original written by Alex Holder, *The Guardian*, Monday 10 November 2014]

GLOSSARY: ¹disingenuous – dishonest, hypocritical, insincere

TEXT 2A

DR. CARMELLA'S



**GUIDE UNDERSTANDING
TO
THE INTROVERTED!**

1. WHAT IS INTROVERSION?



INTROVERTED PEOPLE LIVE IN A HUMAN-SIZED HAMSTER BALL.
(NOT REALLY, BUT YOU KNOW WHAT I MEAN)
THE MAJOR TRAIT OF A TRUE INTROVERT, AS OPPOSED TO SOMEONE
WHO IS WITHDRAWN, IS HOW THEY GAIN THEIR ENERGY.

EXTROVERTED PEOPLE GATHER THEIR ENERGY FROM THEIR SURROUNDINGS. THEY ABSORB THE 'GOOD VIBES' OF THE PEOPLE AROUND THEM AND THUS NEED A LOT OF SOCIAL INTERACTION.



I'D BETTER GET HOME AND READ SOME BOOKS



INTROVERTED PEOPLE MAKE THEIR OWN ENERGY AND, RATHER THAN TAKING IT FROM OTHERS, GIVE IT ON SOCIAL CONTACT. THIS MEANS THAT THEY NATURALLY FIND MOST INTERACTION EXHAUSTING AND NEED TIME TO RECHARGE.

BECAUSE THIS ENERGY IS A LIMITED RESOURCE, THEY TEND TO SEE EXTROVERTS AS OBNOXIOUS PREDATORS OUT TO STEAL THEIR SWEET, SWEET ENERGY JUICES. THAT'S WHY THEY HAVE THE HAMSTER BALL OF PERSONAL SPACE.



[Adapted from the original created by Roman Jones <fc02.deviantant.net>]

TEXT 2B**An open letter to extroverts**

Dear Extrovert

The world told me that those who raise their hands often, speak up and engage in the class are the ones who are going somewhere, who have initiative and are team players. Those who go to parties every weekend and have 500 'closest friends' are the ones who matter.

And I tried to be one of those people. I tried to play in your game and be a part of your world. I gave it all I had. And frankly, it's utterly exhausting. I'M NOT A PART OF YOUR WORLD. I'M NOT LIKE YOU.

Yours sincerely
A Happy Introvert
(OK now stop reading; I need my space.)

[Adapted from an article by Tree Franklin <www.huffingtonpost.com>]

TEXT 2C**Extract from an article 'Misconceptions of introversion'**

The introversion/extroversion distinction has its roots in Jungian psychology, which views extroverts as being more naturally oriented towards the outside world, and introverts more focused on their own inner world. Shyness is so often confused with introversion that the two words are frequently used interchangeably, but in fact, they're remarkably different traits. As Susan Cain pointed out in a Psychology Today blog, Bill Gates is introverted but not shy: He's quiet and bookish, but isn't bothered by what other people think of him. Shyness has more to do with discomfort and anxiety in situations involving social interaction. Many introverts aren't shy; they may feel confident and at ease around people, but simply require more alone time to balance out the energy they expend in social situations. Similarly, an extrovert may seek the company of others but feel insecure or uncomfortable in groups.

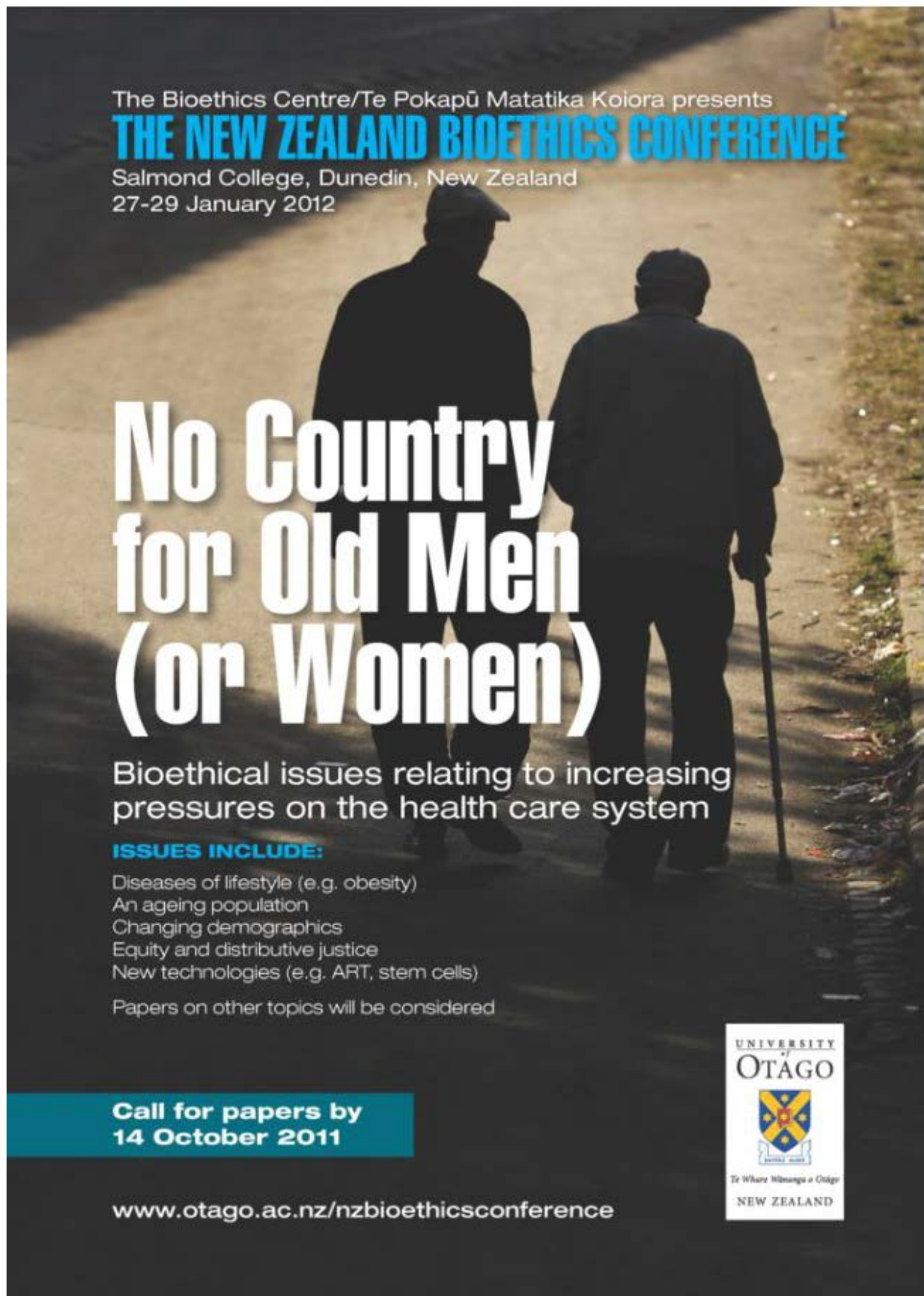
[Adapted from an article by Carolyn Gregoire <www.huffingtonpost.com>]

TEXT 3



[From the blog, My loves, my life, 'Look in the mirror' <<http://punkndeanna.blogspot.com>>]

TEXT 4



The Bioethics Centre/Te Pokapū Matatika Koiora presents
THE NEW ZEALAND BIOETHICS CONFERENCE
Salmond College, Dunedin, New Zealand
27-29 January 2012

No Country for Old Men (or Women)

Bioethical issues relating to increasing pressures on the health care system

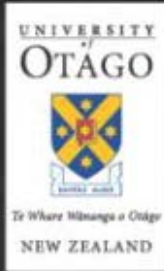
ISSUES INCLUDE:


- Diseases of lifestyle (e.g. obesity)
- An ageing population
- Changing demographics
- Equity and distributive justice
- New technologies (e.g. ART, stem cells)

Papers on other topics will be considered

**Call for papers by
14 October 2011**

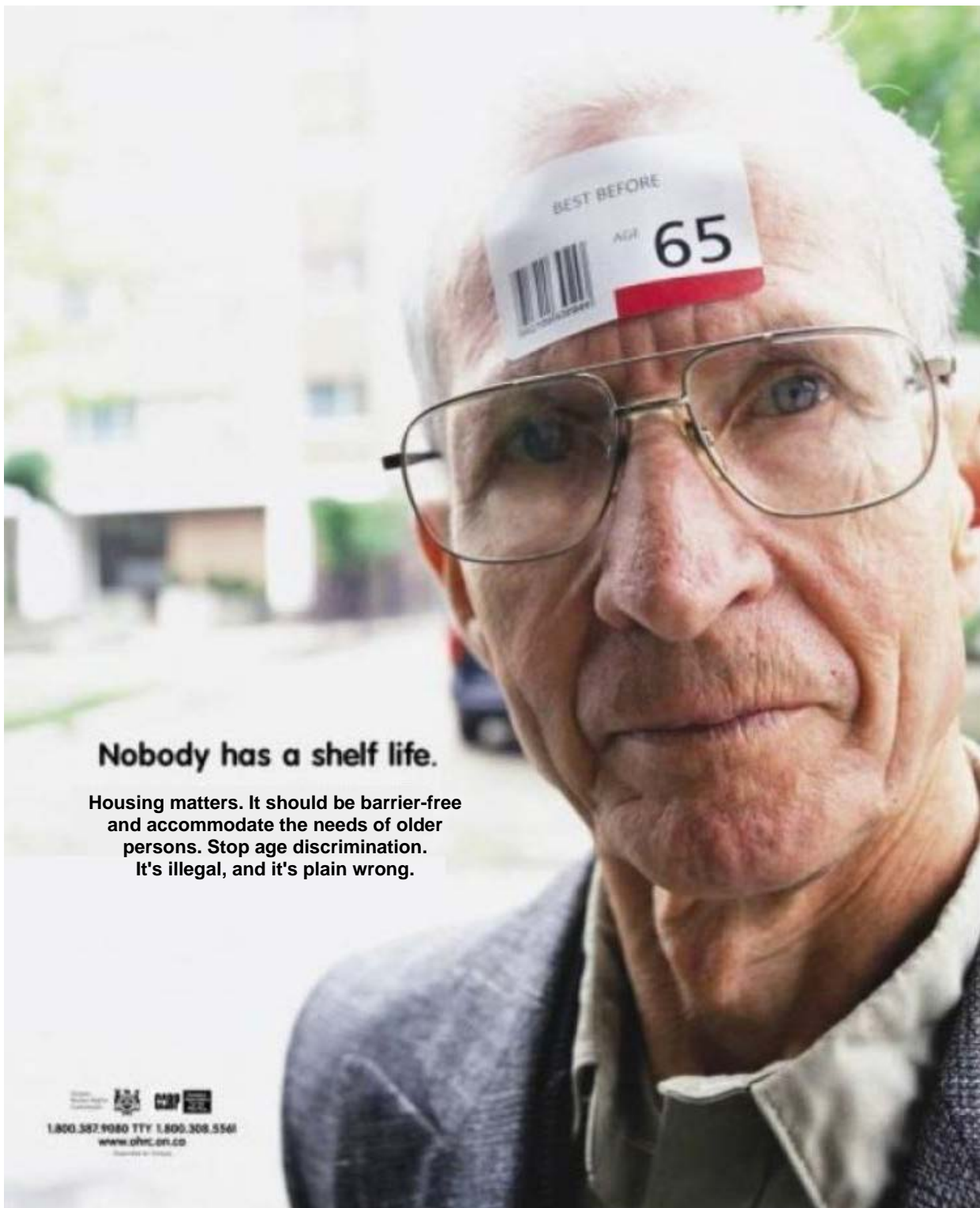
www.otago.ac.nz/nzbioethicsconference



UNIVERSITY
of
OTAGO

Te Whare Mātaunga o Ōtago
NEW ZEALAND

[University of Otago: Bioethics Centre Blog 'No country for Old Men (or Women)']

TEXT 5



[Source: <Coloribus.com/adsarchive>]