SELF ESTEEM



Definition: In sociology and psychology, self-esteem reflects a person's overall subjective emotional evaluation of his or her own worth. It is a judgment of oneself as well as an attitude toward the self.

EAE Learning objectives for this lesson

Comprehension activities. Practice discussion. Learn to identify the parts of a newspaper article. Practice writing an article. Practice expressing your opinions. Learn about dependant prepositions and phrasal verbs. Learn and practice new linking words.

Activity One - ***Ask and Answer:***



1. What affects your self esteem?
2. Do you think self esteem is important? Why?
3. How does advertising affect our self esteem?
4. Is self esteem important in school or at work and why?
5. How can teachers or managers affect the self esteem of their workers or students? (What behaviour can improve or damage it?)
6. How can parents affect the self esteem of their kids?

Activity Two - ***Reading and Comprehension activity.***

Read the text and answer the questions below. Remember you are not supposed to understand everything and you should avoid translating every word. Look out for the key words and look up important words which you don't know in the dictionary.

Please prepare this activity before the lesson. :-)

'Beach body ready' tube advert protests planned for Hyde Park

Katie Hopkins The Guardian



Thousands of people angered by the advert for Protein World weight-loss products will protest in Hyde Park on Saturday. People angered by a controversial advert featuring a bikini-wearing model and asking "Are you beach body ready?" are planning a demonstration, complaining that the campaign promotes negative body issues.

Thousands of people have signed an online petition for the posters, for Protein World weight-loss products, to be removed from London Underground stations. Others have organised a "taking back the beach" protest, set for London's Hyde Park on Saturday.



The Advertising Standards Authority said it had received 216 complaints with the general nature being that the ad is “offensive, irresponsible and harmful because it promotes an unhealthy body image”. The ASA said it was carefully assessing the complaints to establish if there are ground for further action.

More than 44,000 people had signed the petition at change.org by lunchtime on Monday. Others angered by the ad have shared pictures, using the hashtag #everybodysready, of defaced posters.

The Facebook page for Saturday’s demonstration at 3pm reads: “Do you look like the model on the poster? Awesome, step this way, gorgeous! Are you a size 24? Come on down, beautiful!! Are you a guy? Get those swimming shorts out”.

The online petition reads: “Protein World is directly targeting individuals, aiming to make them feel physically inferior to the unrealistic body image of the bronzed model, in order to sell their product.

“Perhaps not everyone’s priority is having a ‘beach body’ (by the way, what is that?), and making somebody feel guilty for not prioritising it by questioning their personal choices is a step too far.

“A body’s function is far more intricate and important than looking ‘beach ready’, so in fact it is Protein World who have confused their priorities, if anyone”.

Protein World’s Twitter account has been taking a robust approach to its critics on social media. Using the hashtag #getagrip, it tweeted: “here to motivate, not commiserate”. It also retweeted former Apprentice contestant Katie Hopkins who wrote: “Chubsters, quit vandalising Protein World ads and get your arse running on the road. Feminism isn’t an excuse for being fat. Eat less, move more.”

QUESTIONS:

1. What does the headline tell you? (The title of the story).
2. What does the lead tell you? (The first part of the story.)
3. What do people want to have removed from tube stations and why?
4. What is the advertising standards agency going to do about it?
5. What are the arguments for and against the protein world advert?
6. What is your opinion? Are you angered by this advert?
7. What’s the difference between every body and everybody in English?
8. How can advertising campaigns affect people’s self esteem in general?

Activity Three - Dependent **Prepositions** and phrasal verbs.

As you probably know by now certain verbs go with specific prepositions. These are called dependent prepositions. For example we have to say ‘to be angered BY’ something we can’t say ~~‘to be angered OF’~~ something. Phrasal verbs are also combinations of verbs and prepositions. The prepositions can change their meaning. So these verb + preposition combinations have special idiomatic meanings. *(For example: To think **of** means something different from to think **up** and that means something different from to think **about**.. do you know what the difference is? Find out at home.)*
For more DEPENDENT PREPOSITIONS see this great page - http://www.englishpage.com/prepositions/verb_preposition.html

Activity Four - With a **partner**:

Use as many of the following expressions as possible to write a newspaper article about the question of self esteem and advertising Dont forget to write a HEADLINE, a LEAD and a BYLINE :

To be angered by.
To think about.
To think of.
To think up.
To care about.
To suffer from.
To agree with.
To respond to.
To find out.
To accuse someone of something.
To fight for.
To work on.
To know about.
To help someone with something.
To hope for something.
To invest in something.
To involve someone in something.
To happen to.

Activity Five - With a different **partner**:

Role Play - You are the chief executive of Protein World and you are talking to a militant feminist about your advertising campaign. You try to justify your use of photoshop and your choice of female model in the campaign.



Activity Six - Class DEBATE

In two groups one FOR and one AGAINST and with your teacher acting as CHAIRMAN (or in a debate with your teacher) DEBATE the following point:

Motion: ***"It should be illegal for advertisers to use photoshop to change the shape of human bodies used in advertising."***

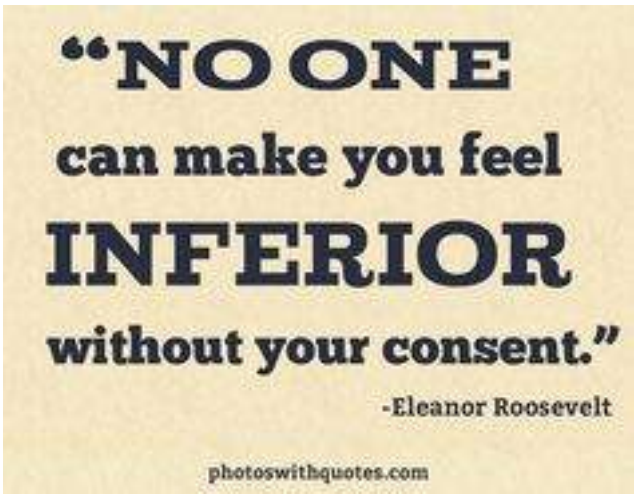
(See the before and after picture of Brittany Spears here)

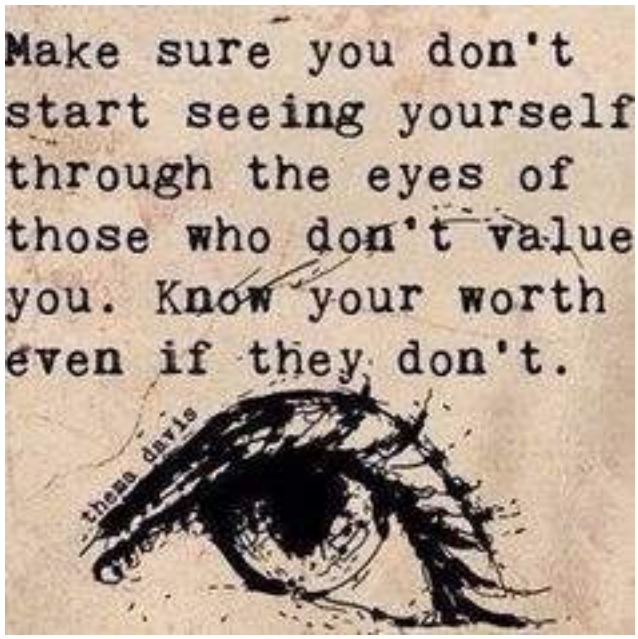
Further reading *at home: http://www.nytimes.com/2009/05/28/fashion/28RETOUCH.html?pagewanted=all&_r=0*
http://idealbite.com/100-percent-of-what-you-see-in-fashion-magazines-is-retouched/
http://www.beautyredefined.net/photoshopping-altering-images-and-our-minds/

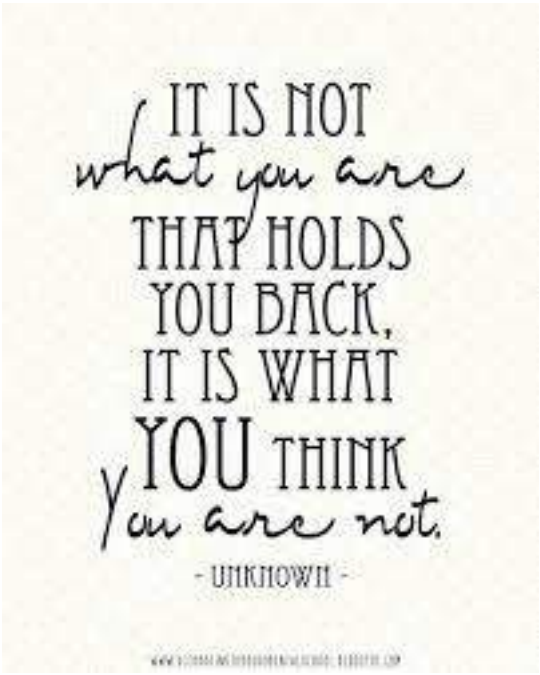
LINKING WORDS FOR THE DEBATE:

First of all, I think …
Not only that, but I also think that …
They are not …, nor are they …
There are various/several/many reasons for this.
First, … / Firstly, …
Second, … / Secondly, …
Moreover, … / Furthermore, … / In addition, …
Another significant point is that …
Finally, …
On the one hand, … On the other hand, …
In contrast to this is …
In that respect …
The result of this is that …
Another aspect/point is that …
Although it is true that … it would be wrong to claim that …
That may sometimes be true, but …
Take for example (the case of) …
Look at …
For instance … / For example …
Let me give you an example.
Most probably …
It appears to be …
It is important to mention that...
As I already indicated …
In other words, …
I am most concerned about …
I should like to repeat once again that …
I should like to emphasise that …
I would (just) like to add …
So all in all I believe that...
Weighing the pros and cons, I come to the conclusion that …

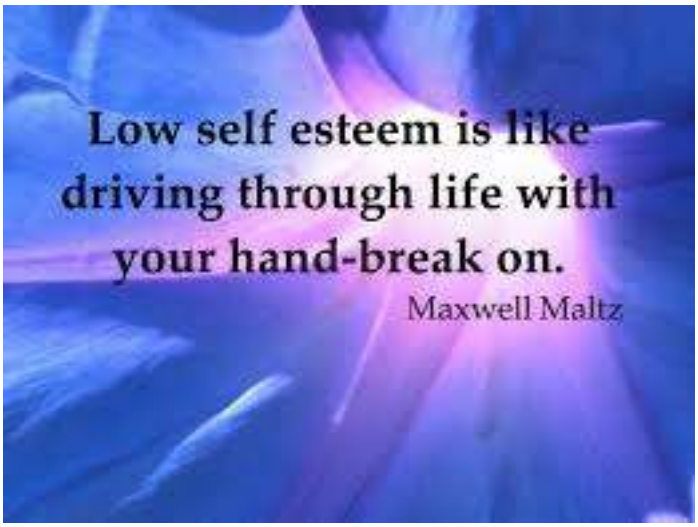
Activity Seven - QUOTATIONS PAGE. With your partner read and discuss the quotations and decide which you like the best and why.













Activity Eight - PREPOSITIONS GAP FILL. Fill the gaps in the text with the correct prepositions.

Whatever happens …….. you in life, if you value yourself then you are more likely to succeed …….. dealing …….. any challenge. If you have low self esteem then you will be full …….. self doubt so that when someone challenges your opinion of way …….. doing things you will not be confident. As life can be full of difficulties and relationships, even with people who care …….. you can be complicated, you need to be sure …….. yourself. Friendships can be difficult because their are various feelings …….. jealousy or fear which can affect people's behaviour. If you suffer …….. low self esteem then you will always feel that problems are your fault. If you invest …….. a relationship and then someone let's you …….. your self esteem can be even more damaged as a result. So you need to start …….. feeling confident at the beginning. Parents are responsible ……. building …….. their children's self esteem as part …….. their education. However other things can happen …….. them which can make them suffer …….. low self esteem and its not aways possible for parents to find …….. about that and to deal …….. it. At work or at school managers or teachers can also contribute …….. the low or high self esteem of workers or students by being attentive …….. the way they deal …….. personal development within their teams.

Activity Eight - SELF ESTEEM TEST. How low or high is your self esteem?

SCORE YOURSELF - Never = 4 Occasionally = 3 Often = 2 Always = 1

1. Do you dislike yourself?
Never Occasionally Often Always
2. Do you think that you're inadequate compared with others?
Never Occasionally Often Always
3. Are you shy?
Never Occasionally Often Always
4. Are you lacking in confidence?
Never Occasionally Often Always
5. Do you find it difficult to express yourself in company?
Never Occasionally Often Always
6. Do you feel you don't deserve to be happy?
Never Occasionally Often Always
7. Do you feel that other people tend to dislike you?
Never Occasionally Often Always
8. Do you feel that your opinion doesn't matter to other people?
Never Occasionally Often Always
9. If you do well at something, do you tend to put it down to luck, rather than feel pleased with yourself?
Never Occasionally Often Always
10. If you do badly at something, do you believe it's all your fault?
Never Occasionally Often Always



SOURCE - http://www.netdoctor.co.uk/interactive/interactivetests/selfesteem.php

