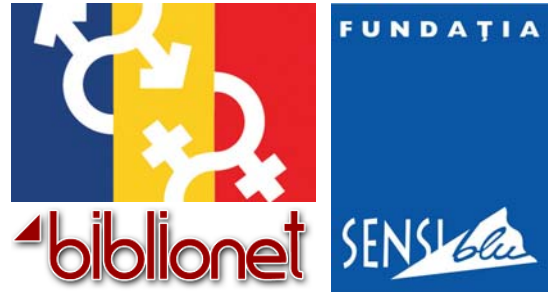


Teaching Resource (ENG)



16 Days of Activism against Gender Violence National Writing, Art/Photography and Film Competition **From Peace at Home to Peace in the World**

presented by:

Gender and Development Committee of Peace Corps Romania
Fundația Sensibilu
Fundația IREX/Programul Biblionet

This resource was developed by PCV Abby Vincent (TEFL, G28)

Killing us Softly

http://www.youtube.com/watch?v=PTImho_RovY

Below you will find questions to ask students at different times in the videoclip:

30 seconds

What do ads sell? (values, images, love, sexuality, success, normalcy)

40 seconds

What does advertising tell us about women? (What is most important is how I look)

45 seconds

How do they show us that? (surrounding us with the ideal female beauty)

2.20

What is wrong with making women look like objects? (creates a climate where there is widespread violence against women)

2.53

What is the most dehumanizing thing you can do to someone? (only showing a piece of the person's body (women's bodies are dismembered and hacked apart))

4 minutes

Who has been outspoken about this issue? (Kate Winslet)

4.30

What can we do about this? (become aware and pay attention to the messages. THIS AFFECTS US ALL.)

After video questions

Have you thought about this at all?

What do you usually think about advertisements?

What do you think about advertisements now?