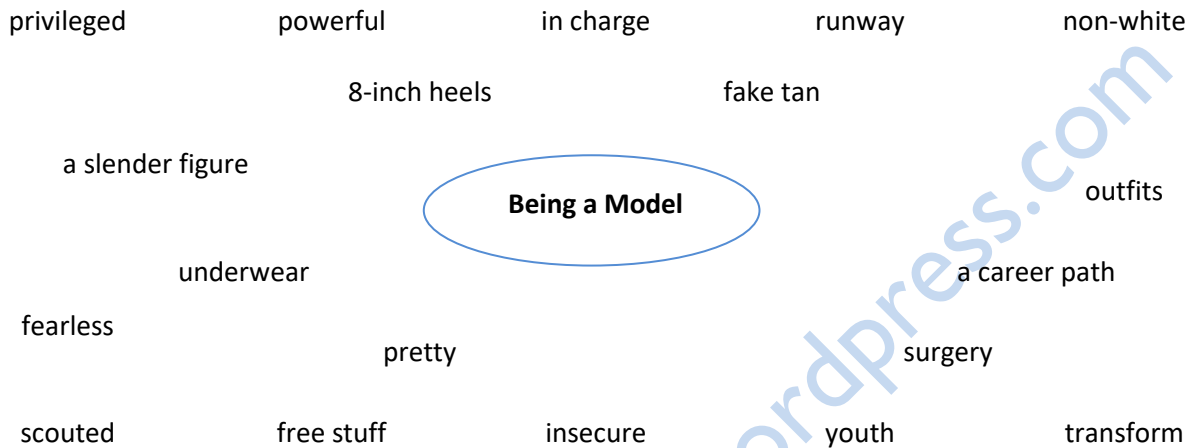


Cameron Russell, (TED, ted.com), "Looks Aren't Everything"

Introduction

1. Look at the following words and phrases. Which do you most associate with being a supermodel? Choose three and explain why.



2. Would you enjoy being a model? What are the positives/negatives?

Video

You are going to watch an educational talk by a model in which she tries to answer some FAQs about her industry.

Before you watch, try to predict three questions she might bring up.

- 1.
- 2.
- 3.

Now watch the video. Try to answer the questions as you go.

Part One (00:00 - 01:29)

1. How long has Cameron been a model?
2. What is the joke she makes about Twitter?
3. What does she describe as "awkward"?

Cameron claims that she has just performed "the first [ever] outfit change on the TED stage", why did she do this? Do you think this is a good way to start a presentation? why (not)?

Part Two (01:31 - 03:46)

1. What does Cameron say about the photo where she is posing with a man?
2. How does Cameron usually respond to the question about becoming a model?

3. What is the "legacy" that Cameron talks about?
4. What was the study conducted by the NYU PhD student?
5. What were the results?

Do you agree that there is a genetic lottery? Does being born with certain physical features set you up for success?

Do you think if you conducted a similar study of non-white models in your country, the results would be similar? Could anything be done to change this?

Part Three (03:46 - 05:26)

1. What does Cameron tell the young girls who ask her how they can be a model when they grow up?
2. What is the "Powerball" that she uses as a comparison?
3. How do the professionals shoot a "walking shot"?
4. What happens if you want to be the President of the United States but your résumé reads, "Underwear Model: 10 years?"

Do you agree that aspiring to be a model is pointless?

Could you imagine a scenario in which someone such as a supermodel becomes important in politics?

Part Four (05:26 - 06:20)

1. Are all professional photos retouched?
2. What personal information does Cameron give us about the first picture she ever had taken?
3. What is the point Cameron is trying to make when she shows us the personal photos next to the professional shots?

Cameron describes the professional shots as "constructions", do you think the influence of social media is influencing the way we construct our own personal photos?

What does the hashtag #nofilter mean?

Part Five (06:20 - 07:32)

1. What does Cameron mean by "the free stuff in real life"?
2. What happened to Cameron when she forgot her money in a shop?
3. What happened when her friend ran a red light?
4. What percentage of the 140,000 teenagers that were stopped and frisked in NYC were black and Latino?
5. What percentage of 17 year old girls in the US don't like their bodies?

How can we promote body positivity in young girls?

Are some groups in your country more maligned than others? Who wins the "genetics lottery" in your society?

Part Six (07:32 - End)

1. What is the thing that models never say on camera in response to the question, "What is it like to be a model"?
2. What did Cameron find difficult when writing the talk?
3. What is the one thing that Cameron wants us to take away from the talk?

Do you feel sorry for models who feel insecure?

Do you ever wonder if you'd be happier if you could change something about your body?

In your industry, what physical attributes do you think help contribute to success? Is there a perfect physical profile of someone in your profession?

After Watching

Did you enjoy the talk? What were some of the things you liked/didn't like?

Comment on the list below with reference to the video. Did Cameron use the following things to her benefit? How could she have done things differently?

Interaction with the crowd

Humour/Gimmicks

Structure

Use of images

Use of statistics

Use of the stage/space

Formal/informal language

Grammar, Conditionals in Presentations

Take a look at some examples of conditionals used in this video:

If...they still [want to be a model], then I say, "Be my boss."

If you say you want to be the President of the United States, but your résumé reads, "Underwear Model: 10 years", people give you a funny look.

And if you are wondering...*will I be happier?*, you just need to meet a group of models, because ...they're the most physically insecure women on the planet.

If there's a takeaway to this talk, I hope it's that we all feel more comfortable acknowledging the power of image in our perceived successes and our perceived failures.

Can you identify which conditional is being used in the examples?

Zero Conditional

The zero conditional is used for things that are always true. The present tense is used in both clauses. It is useful in presentations for describing things in general.

"If I **have to** work abroad, I always **travel** with British Airways."

"If you **look** good, people **respect** you."

You can also use this conditional to give advice. The present tense is used in the first clause and a construction used to give advice (imperatives, *should*, *could*, *how about...? etc.*) is used in the second part. This type of construction is also very useful when giving presentations.

"If you **need** a reliable airline, **how about using** British Airways?"

"If you **want** to do well in job interviews, **dress** to impress!"

Think about your line of work. Complete the following conditionals with pieces of advice and then explain what you have written.

"If you want to succeed in my profession,...

"

.

"If you want to find out more information about employers in my sector,...

"

.

"If you want to make a good first impression in an interview,...

"

.

"If you want to move up the career ladder,...

"

.

Other Constructions for Presentations

Make sure you understand the following constructions which Cameron uses in her presentation:

I am on this stage because...

I'm going to answer the questions that people always ask...

So the first question is,...

Okay, so the next question people always ask me is,...

So, the last question people ask me is,...

I'd also note that...

When I was writing this talk, I found it very difficult to...

When I was researching this talk, I found out that....

I will demonstrate for you now (*how/why/what etc.*)...

On the one hand....but also...

It's not a question of, ... but

...And those things are true, but they're only one half of the story, because...

What I really want to say to these little girls is...

I know there are people in the audience who...

...But unfortunately, I have to inform you that...

If there's a takeaway to this talk, I hope it's that...

Speaking, Giving a Presentation

You are going to prepare a presentation similar to the one given by Cameron Russell.

You should construct your presentation around some common questions/myths people have about your profession (if you prefer, you can choose a profession different from your own).

Start by preparing four/five different questions to respond to.

Write down what you want to say.

Think about incorporating some of the constructions above and some advice conditionals in order to make your presentation sound more advanced.

Practice your presentation in private a few times so, when you are giving your presentation, you are talking to your audience and not just reading aloud from a script.

Good luck!