

Title:	<b>Bollywood's obsession with fair skin</b>
First Broadcast:	September, 2017
Source:	ABC's 7.30 Report
Minutes:	6:27
Video Only:	<a href="http://mpegmedia.abc.net.au/news/730/video/201708/730s_UnfairSkin_2208_512k.mp4">http://mpegmedia.abc.net.au/news/730/video/201708/730s_UnfairSkin_2208_512k.mp4</a>
Video & Script	<a href="http://www.abc.net.au/7.30/content/2017/s4723828.htm">http://www.abc.net.au/7.30/content/2017/s4723828.htm</a>
Summary:	Some of India's movie stars are being accused of perpetuating long held myths about beauty and wealth. The fan of one Bollywood star recently sued the manufacturer of Fair and Handsome, a top-selling skin-whitening cream which is endorsed by the actor, for misleading advertising.

## KEY WORDS

Below is a list of words which appear in the report - can you match the words with their correct definition? Use a dictionary to help you if you aren't sure.

a system in which members are ranked	
aspect, feature, element	
behaviour	
closely follow	
deceptive, false, giving the wrong impression	
feeling overwhelming happiness	
general, common	
give approval of a product for advertising purposes, support	
of the highest importance	
proposition, assumption	
publicly praised	
recognize the existence or truth of something	
severely critical	
wealthy, having special rights or advantages	

<b>endorse</b>
<b>misleading</b> advertisement
<b>acclaimed</b> film
<b>scathing</b>
<b>premise</b> of the ads
openly <b>acknowledge</b>
<b>universal</b> dreams
extra <b>dimension</b>
social <b>hierarchy</b>
<b>privileged</b>
<b>ecstatic</b>
<b>paramount</b>
strongly <b>adhere</b>
code of <b>conduct</b>

## SUMMARY

Some of India's movie stars are being accused of perpetuating long held myths about beauty and wealth. The fan of one Bollywood star recently sued the manufacturer of Fair and Handsome, a top-selling skin-whitening cream which is endorsed by the actor, for misleading advertising.

## FOCUS QUESTIONS

- Why do you think many Indians buy skin-whitening creams?
- What is the caste system in India? How might this system be linked to skin-whitening creams?
- Actors endorsing such creams say they are just providing consumer information and choice. And Shah Rukh Khan, who endorses Emami skin-whitening products, says he is “selling dreams”. What does he mean? Do you think it is right for Bollywood stars to be endorsing skin-whitening creams?

## LISTENING

*First watch the report and answer the questions*

- Was the case Nikhil Jain brought against Emami, the manufacturer of Fair and Handsome, which he claims didn't work as advertised, successful? **Yes / No**
- Has Shah Rukh Khan, who endorses Emami products, made any comment on the recent controversy? **Yes / No**
- In 2009 when he began doing TV commercials, why did Shah Rukh Khan say he was chosen for the role?  
**a. Because he was proof that the products worked      b. Because of who he was**
- In India, it is against the law to discriminate by caste. **T / F**
- The caste system remains central to the identity of many Indians and privileged upper class elites are associated with .....

## COMPREHENSION QUESTIONS

*After listening to the report, try to answer the following questions*

1. What was the judgement in the case Nikhil Jain brought against Emami, the manufacturer of Fair and Handsome, which he claims didn't work as advertised?

2. Earlier this year, actor Abhay Deol made headlines by confronting fairness creams that do what?

**Play on darker Indians'** .....

3. In a series of Facebook posts, what did Deol attack?

**Ads which linked fairness of skin to** .....

4. How did Sonal Sehgal, an actress who also endorses skin-whitening products, say she felt when her maid came to her seeking the star's recommendation on which cream to use?

## CLOZE

Use the words to complete the sentences

**The form of the word may need to be changed**

endorse	misleading	advertisement	
acclaimed	scathing	premise	acknowledge
universal	dimension	hierarchy	privileged
ecstatic	paramount	adhere	conduct

1. During the interview, President Trump launched a .....attack on one of the journalists at the press conference, calling them stupid and a writer of 'fake news'.
2. Even though film stars are often paid more, at the top of the .....on a film set is the director.
3. Nutritionists say claims made on labels about food being healthy because it is 'fat free' are very .....because the food could in fact contain a lot of sugar which is just as bad as fat.
4. Parental respect is .....in Asian cultures.
5. The actress said she was .....that she had been given the lead role in a major film.
6. The cricket star said that as a very highly-paid sportsman, he had been blessed with a .....life and his new charity was a way of giving something back to society.
7. The director didn't like to .....strictly to the script. Instead, she would make small changes to the dialogue after each rehearsal with the actors.
8. The fundamental .....of the article was that paying higher teacher salaries results in better quality education.
9. The speaker was the author of two critically .....books about bringing up children.
10. The teacher told the boy's parents his .....in class had improved but his academic results were still a concern.
11. The top tennis players are paid millions of dollars by companies like Nike to .....their products.
12. There is also the cultural .....to learning a foreign language which can be very rewarding.
13. There was .....from the government minister that misleading advertising by cosmetic companies was an issue that needed to be addressed.
14. These days, global warming is a .....concern.

## ANSWERS

<ul style="list-style-type: none"> <li>• yes</li> <li>• no</li> <li>• Because of who he was</li> <li>• T</li> <li>• fairer skin</li> </ul>	<ol style="list-style-type: none"> <li>1. It was ordered to pay a \$30,000 fine, to repay Nikhil Jain the couple of hundred dollars he spent on its product, and withdraw the misleading advertisement</li> <li>2. insecurities</li> <li>3. Ads which linked fairness of skin to success</li> <li>4. deeply uncomfortable, felt like she had cheated and lied to her</li> </ol>
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closely follow	adhere
deceptive, false, giving the wrong impression	misleading advertisement
feeling overwhelming happiness	ecstatic
general, common	universal
give approval of a product for advertising purposes, support	endorse
of the highest importance	paramount
proposition, assumption	premise
publicly praised	acclaimed
recognize the existence or truth of something	acknowledge
severely critical	scathing
wealthy, having special rights or advantages	privileged

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2. Even though film stars are often paid more, at the top of the **hierarchy** on a film set is the director.
3. Nutritionists say claims made on labels about food being healthy because it is 'fat free' are very **misleading** because the food could in fact contain a lot of sugar which is just as bad as fat.
4. Parental respect is **paramount** in Asian cultures.
5. The actress said she was **ecstatic** that she had been given the lead role in a major film.
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14. These days, global warming is a **universal** concern.