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Top newspaper scraps front-page nudes

11th March, 2012

http://www.breakingnewsenglish.com/1203/120311-topless_photos.html

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THE ARTICLE

From http://www.BreakingNewsEnglish.com/1203/120311-topless_photos.html

Europe's biggest-selling newspaper has ended its 28-year tradition of publishing pictures of topless women on its front page. Instead, the tabloid "Bild" will feature the semi-clad models on page three. Editors said it made the decision to mark International Women's Day on March 8th. All 300 female workers were also given the day off. The paper said its male staff decided to move the half-naked women from the front page. The publication explained the reason for changing its "page-one girl" in a statement, which read: "It is perhaps a small step from a female perspective, but for "Bild" and all men in Germany, it is a big step." It added: "Of course "Bild" wants to remain sexy. But in a more modern way."

Over 5,000 women have gone topless on the newspaper's front cover since 1984. Analysts believe "Bild" is now trying to boost its sales because of declining circulation figures. They say the paper is trying to attract new, female readers. Christian Meier, a media expert, said: "Part of their strategy to reverse that trend [of a falling readership] is to try to be taken more seriously as a modern...newspaper. Having naked women on the front page just doesn't fit with that modern image. Their hope is that they will win over younger, female readers." "Bild" also reprinted one of its 1970 headlines that announced: "Women have less in the head than men". It stated this was, "of great embarrassment today".

WARM-UPS

1. TOPLESS PHOTOS: Walk around the class and talk to other students about topless photos. Change partners often and share your findings.

2. CHAT: In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

newspaper / tradition / front page / editors / International Women's Day / a big step / analysts / boost / circulation figures / female readers / modern image / headlines

Have a chat about the topics you liked. Change topics and partners frequently.

3. TOPLESS: How OK / Not OK is it? Complete this table with your partner(s). Change partners and share what you wrote. Change and share again.

In... (On)	Topless women	Topless Men
newspapers		
movies		
advertising		
paintings		
sculptures		
on beaches		

4. NUDE IMAGES: Students A **strongly** believe the displaying of nude images in public places will end one day; Students B **strongly** believe otherwise. Change partners again and talk about your conversations.

5. UNACCEPTABLE: What is most unacceptable for you in a newspaper? Rank these and share your rankings with your partner. Change partners and share again.

- (semi-) nudity
- lies
- bloody photos
- advertisements
- sport
- celebrity gossip
- fashion
- propaganda

6. NAKED: Spend one minute writing down all of the different words you associate with the word 'naked'. Share your words with your partner(s) and talk about them. Together, put the words into different categories.

BEFORE READING / LISTENING

From http://www.BreakingNewsEnglish.com/1203/120311-topless_photos.html

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- | | |
|---|-------|
| a. The top-selling European newspaper has ended a 28-year tradition. | T / F |
| b. The newspaper used to print half-naked women on its front page. | T / F |
| c. All male workers at the newspaper got the day off on the 8 th of March. | T / F |
| d. The paper said it was a giant step for women. | T / F |
| e. The paper may have stopped the front-page nudes to increase sales. | T / F |
| f. Sales of the newspaper have increased in recent years. | T / F |
| g. The paper wants to become more modern. | T / F |
| h. In 1970, the paper claimed women were more intelligent than men. | T / F |

2. SYNONYM MATCH: Match the following synonyms from the article.

- | | |
|-------------------|------------------|
| 1. ended | a. advance |
| 2. mark | b. point of view |
| 3. publication | c. shame |
| 4. perspective | d. newspaper |
| 5. step | e. observe |
| 6. boost | f. movement |
| 7. trend | g. persuade |
| 8. fit | h. increase |
| 9. win over | i. terminated |
| 10. embarrassment | j. match |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|--------------------------------------|------------------------|
| 1. Europe's biggest- | a. modern image |
| 2. 28-year | b. female perspective |
| 3. All 300 female workers were also | c. new, female readers |
| 4. a small step from a | d. its sales |
| 5. in a more | e. selling newspaper |
| 6. trying to boost | f. embarrassment |
| 7. trying to attract | g. modern way |
| 8. Part of their strategy to reverse | h. tradition |
| 9. doesn't fit with that | i. that trend |
| 10. of great | j. given the day off |

WHILE READING / LISTENING

From http://www.BreakingNewsEnglish.com/1203/120311-topless_photos.html

GAP FILL: Put the words into the gaps in the text.

Europe's biggest-selling newspaper has ended its 28-year (1) _____ of publishing pictures of topless women on its front page. (2) _____, the tabloid "Bild" will feature the semi-clad models on page three. Editors said it made the decision to (3) _____ International Women's Day on March 8th. All 300 female workers were also (4) _____ the day off. The paper said its male staff decided to move the (5) _____-naked women from the front page. The publication explained the (6) _____ for changing its "page-one girl" in a statement, which read: "It is (7) _____ a small step from a female perspective, but for "Bild" and all men in Germany, it is a big step." It added: "Of course "Bild" wants to (8) _____ sexy. But in a more modern way."

half
perhaps
instead
remain
mark
tradition
reason
given

Over 5,000 women have (9) _____ topless on the newspaper's front cover since 1984. Analysts believe "Bild" is now trying to (10) _____ its sales because of declining circulation (11) _____. They say the paper is trying to (12) _____ new, female readers. Christian Meier, a media expert, said: "Part of their strategy to reverse that (13) _____ [of a falling readership] is to try to be taken more seriously as a modern...newspaper. Having naked women on the front page just doesn't (14) _____ with that modern image. Their hope is that they will win over younger, female readers." "Bild" also reprinted one of its 1970 headlines that (15) _____: "Women have less in the head than men". It stated this was, "of (16) _____ embarrassment today".

figures
fit
boost
trend
great
gone
attract
announced

LISTENING – Listen and fill in the gaps

From http://www.BreakingNewsEnglish.com/1203/120311-topless_photos.html

Europe's biggest-selling newspaper has ended _____ of publishing pictures of topless women on its front page. Instead, the tabloid "Bild" will _____ models on page three. Editors said it made the decision to mark International Women's Day on March 8th. All 300 female workers were also _____. The paper said its male staff decided to move the half-naked women from the front page. The publication explained the _____ its "page-one girl" in a statement, which read: "It is perhaps a small step from a _____, but for "Bild" and all men in Germany, it is a big step." It added: "Of course "Bild" wants to remain sexy. But _____."

Over 5,000 women _____ on the newspaper's front cover since 1984. Analysts believe "Bild" is now _____ its sales because of declining circulation figures. They say the paper is trying to attract new, female readers. Christian Meier, a media expert, said: "Part of their strategy _____ [of a falling readership] is to try to be taken more seriously as a modern...newspaper. Having naked women on the front page _____ with that modern image. Their hope is that they will win over younger, female readers." "Bild" also _____ 1970 headlines that announced: "Women have less in the head than men". It stated this was, "of _____ today".

AFTER READING / LISTENING

From http://www.BreakingNewsEnglish.com/1203/120311-topless_photos.html

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'front' and 'page'.

front	page

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• ended• three• mark• staff• reason• way	<ul style="list-style-type: none">• boost• believe• expert• fit• win• great
---	--

TOPLESS PHOTOS SURVEY

From http://www.BreakingNewsEnglish.com/1203/120311-topless_photos.html

Write five GOOD questions about topless photos in the table. Do this in pairs. Each student must write the questions on his / her own paper.
When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

TOPLESS PHOTOS DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'topless'?
- c) What do you think of a newspaper regularly featuring photos of topless women?
- d) What do you think of Bild's recent change?
- e) Is having a photo of a topless woman on page three just as bad as having it on the front cover?
- f) How degrading is it to women is printing photos of semi-clad models?
- g) Many women buy the newspaper Bild – do you think they should boycott the publication?
- h) Should all companies mark International Women's Day by giving their female workers the day off?
- i) Why is ending the "page-one girl" a "big step" for men?
- j) How is moving the "page-one girl" to page three in any way "more modern"?

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TOPLESS PHOTOS DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

- a) Did you like reading this article?
- b) Do you think men should boycott Bild for featuring topless women?
- c) Could Bild boost its sales by ending sexist photos altogether?
- d) There is a lot of exposure of the female body in advertising. Why? What does this say about our society?
- e) If Bild has half-naked women in its pages, shouldn't it also have photos of half-naked men?
- f) Can a newspaper call itself a newspaper if it has photos of topless women in it?
- g) How can the newspaper attract more, younger women?
- h) How sexist are the newspapers in your country?
- i) Are photos of topless women something from the past?
- j) What questions would you like to ask the owner of Bild?

LANGUAGE – MULTIPLE CHOICE

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Europe's biggest-selling newspaper has ended its 28-year (1) ____ of publishing pictures of topless women on its front page. Instead, the tabloid "Bild" will (2) ____ the semi-clad models on page three. Editors said it made the decision to (3) ____ International Women's Day on March 8th. All 300 female workers were also given the day off. The paper said its male staff decided to move the (4) ____ -naked women from the front page. The publication explained the reason for changing its "page-one girl" in a statement, which read: "It is perhaps a small step from a female (5) ____, but for "Bild" and all men in Germany, it is a big step." It added: "Of course "Bild" wants to (6) ____ sexy. But in a more modern way."

Over 5,000 women have (7) ____ topless on the newspaper's front cover since 1984. Analysts believe "Bild" is now trying to (8) ____ its sales because of declining circulation figures. They say the paper is trying to attract new, female readers. Christian Meier, a media expert, said: "Part of their strategy (9) ____ reverse that trend [of a falling readership] is to try to be (10) ____ more seriously as a modern...newspaper. Having naked women on the front page just doesn't fit with that modern image. Their hope is that they will win (11) ____ younger, female readers." "Bild" also reprinted one of its 1970 headlines that announced: "Women have less in the head than men". It stated this was, "of (12) ____ embarrassment today".

Put the correct words from the table below in the above article.

- | | | | | |
|-----|------------------|-------------------|--------------------|-----------------|
| 1. | (a) traditional | (b) traditionally | (c) traditionalist | (d) tradition |
| 2. | (a) feature | (b) future | (c) further | (d) farther |
| 3. | (a) give | (b) mark | (c) place | (d) take |
| 4. | (a) whole | (b) third | (c) half | (d) quarter |
| 5. | (a) prescription | (b) prohibition | (c) perspective | (d) prospective |
| 6. | (a) still | (b) remain | (c) left | (d) continue |
| 7. | (a) photographed | (b) taken | (c) done | (d) gone |
| 8. | (a) boost | (b) beast | (c) boast | (d) baste |
| 9. | (a) for | (b) to | (c) at | (d) by |
| 10. | (a) took | (b) taking | (c) takes | (d) taken |
| 11. | (a) under | (b) via | (c) over | (d) up |
| 12. | (a) great | (b) wide | (c) magnificent | (d) enjoyable |

WRITING

From http://www.BreakingNewsEnglish.com/1203/120311-topless_photos.html

Write about **newspapers with topless photos of women** for 10 minutes. Correct your partner's paper.

[illegible]

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about the tabloid "Bild". Share what you discover with your partner(s) in the next lesson.

3. INTERNATIONAL WOMEN'S DAY: Make a poster about International Women's Day. Include several important things that need to be changed for greater equality. Show your work to your classmates in the next lesson. Did you all have similar things?

4. TOPLESS PHOTOS: Write a magazine article about "Bild" and its decision to move its topless photos from the front page to page three. Include imaginary interviews with the editor and someone who is against having such photos in newspapers.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. LETTER: Write a letter to the editor of Bild. Ask him/her three questions about the topless photos. Give him/her three of your opinions. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE:

- a. T b. T c. F d. F e. T f. F g. T h. F

SYNONYM MATCH:

- | | |
|-------------------|------------------|
| 1. ended | a. terminated |
| 2. mark | b. observe |
| 3. publication | c. newspaper |
| 4. perspective | d. point of view |
| 5. step | e. advance |
| 6. boost | f. increase |
| 7. trend | g. movement |
| 8. fit | h. match |
| 9. win over | i. persuade |
| 10. embarrassment | j. shame |

PHRASE MATCH:

- | | |
|--------------------------------------|------------------------|
| 1. Europe's biggest- | a. selling newspaper |
| 2. 28-year | b. tradition |
| 3. All 300 female workers were also | c. given the day off |
| 4. a small step from a | d. female perspective |
| 5. in a more | e. modern way |
| 6. trying to boost | f. its sales |
| 7. trying to attract | g. new, female readers |
| 8. Part of their strategy to reverse | h. that trend |
| 9. doesn't fit with that | i. modern image |
| 10. of great | j. embarrassment |

GAP FILL:

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LANGUAGE WORK

- 1 - d 2 - a 3 - b 4 - c 5 - c 6 - b 7 - d 8 - a 9 - b 10 - d 11 - c 12 - a

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