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Framseting
9. flokkur

29. maí 2019
kl. 10.15-13.15

A1 – Confident me

What you have to do:

Read the information below about Dove and their ‘self-esteem project’ mission, then read the three well known quotes about beauty.

- What is your opinion of Dove’s mission and how does it relate to you? In your experience, is low body confidence an issue in the society where you live? Why/why not?
- Give your thoughts on the three quotes about beauty and how they relate to Dove’s mission.

Essay title: Confident me

Dove is a personal care brand owned by Unilever originating in the United Kingdom. Dove products are sold in more than 80 countries and are offered for both women, men and babies. Products include: antiperspirants/deodorants, body washes, beauty bars, lotions/moisturizers, hair care, and facial care products. Dove’s logo is a silhouette profile of a dove.

Source: Wikipedia

Our mission

The Dove Self-Esteem Project was created from a vision where beauty is a source of confidence, not anxiety. We’ve reached over 20 million young people with self-esteem education, together we can reach 20 million more.

Our mission is to ensure that the next generation grows up enjoying a positive relationship with the way they look – helping young people raise their self-esteem and realise their full potential. Over half of teens around the world do not have high body confidence, and eight out of 10 of them avoid a range of everyday activities – from seeing friends and family to getting involved in sports teams or clubs – because they feel bad about the way they look.

We’ve partnered with leading experts in the fields of psychology, health and body image to create a programme of evidence-based resources including parenting advice to help young people form healthy friendships, overcome body image issues and be their best selves.



Three quotes about beauty:



Beauty is not
in the face;
beauty is a light
in the heart.

Kahlil Gibran

A2 – Being the change

What you have to do:

Watch the two clips.

- What were the situations the two kids found themselves in and what initiative did they take to improve their situations?
- What do you think of their solutions?
- What would you do if you found yourself in a similar state?

Essay title: Being the change

You can watch the two clips on the front page in WISEflow



Mikhaila Nodel



Levi Fallavollita