

### The Media's Gaze

*enjeux et formes de communication* : In the past many topics were considered private, even taboo. But today matters have involved for the best but sometimes for the worst and the boundary between what is private and what is public may be blurred

Do the media reflect and shape public opinion and stereotypes about private matters ?

At the end of the Unit, I will

Write an opinion editorial (op-ed), a newspaper page, usually opposing the editorial page, devoted to personal comment often written by a subject-matter expert, a person with a unique perspective on an issue, or a regular columnist employed by the paper.

What vocabulary will I need ?

Expressing my opinion  
equity  
gender

What grammatical structure will I need ?

Past  
modal

What documents will be used ?

#### 1. The construction of Gender Role

1a- Selling Gender: How Advertising Shapes Roles

1b- The Crisis in Woman's Identity, Betty Friedan, *The Feminine Mystique*, chapter 3, 1963

1c- Estranged, Abridged from Kathryn Stockett, *The Help*, 2009

#### 2. Media, a tool to twist the mold

2a- Subversive Ads, Eli Rezkallah, Feb 2019

2b- Desperate Housewives, Opening Credits, Marc Cherry, 2004

2c- BBC3 Quickies: She's Asking For It4

2d- 2e- 2f – 2g: Extracts of videos from Comedy Short\_ Leading Lady Parts - BBC

2h- Conclusion of the video Comedy Short\_ Leading Lady Parts - BBC :

2i - Hashtags and gender equity aren't about either. Katica Roy, Apr 16, 2018, Updated: Dec 14, 2020, <https://www.katicaroy.com>

#### 3. Celebrities, Media and Activisme

3a. Selected moments of Taylor Swift Accepts Woman of the Decade Award | Women In Music, 2019

3b-The Crown's Claire Foy paid less than male co-star, producers admit Patrick Greenfield, *The Guardian*, Mars 13 2018

3c- Meet the New Cast of *The Crown's* Third Season, Emma Dibdin, Nov 17, 2019,

3d- What About Us? Pink, 2017

	<p><b>4-The Digital Gaze: Social Media and the Return of the Private in the Public Sphere</b></p> <p>4a- Capture écran, Instagram, Hannah Neeleman, @ballarinafarm</p> <p>4b- How to become a Traditional Wife, Part 1, <a href="#">Estee Williams</a>, 2023</p> <p>4c - 'Tradwives': the new trend for submissive women has a dark heart and history Hadley Freeman The Guardian, Mon 27 Jan 2020</p> <p><b>5. Privacy going Public</b></p> <p>5a- What did Depp v Heard teach us? That justice and reality TV are incompatible Catherine Bennett, an Observer columnist, <i>The Guardian</i>, June 05, 2022</p> <p>5b- Scarlett Johansson Gave a Powerful Speech About Planned Parenthood at the Women's March Brittney Mcnamara, Teenvogue.com, January 24, 2017</p> <p>5c- Coldplay-ing away? Katy Forrester and Juliana Cruz Lima, <i>The sun.co.uk</i>, 18 Jul 2025</p>
What will I learn about ?	How the private life and the public space are intermingled as far as communication is at stake
Final Project : EOC	You have been asked to write an <b>op-ed (opinion editorial)</b> on a topic that matters deeply to you, by answering to the question : do the media reflect and shape public opinion and stereotypes about...

### Instructions for your Final Project :

- 1- You will have an hour full to write it.
- 2- Remember to write a short introduction about who you are (your opinion is that of your character, not yours)
- 3- You may choose a topic outside the lesson but must at some point link it to a topic seen in the lesson
- 4- don't forget to make your opinion clear and strong: define your main argument and use evidence and exemples

The Media's Gaze								
You have been asked to write an <b>op-ed (opinion editorial)</b> on a topic that matters deeply to you, by answering to the question : do the media reflect and shape public opinion and stereotypes about _____ ?								
	Qualité du contenu	Pt score	Cohérence de la construction du discours	Pt score	Correction de la langue écrite	Pt score	Richesse de la langue	Pt score
	J'ai rendu de <b>fin</b>		j'ai produit un texte		J'ai rédigé avec un		J'ai employé de	

<b>C2</b>	<b>nuances</b> de sens en rapport avec un <b>sujet complexe</b> .	<b>30</b>	cohérent et construit sur un <b>sujet complexe</b>	<b>30</b>	<b>très haut degré de correction grammaticale</b> , y compris en mobilisant des <b>structures complexes</b> sur un <b>sujet complexe</b> .	<b>30</b>	manière pertinente un <b>très vaste répertoire lexical</b> incluant des expressions idiomatiques, <b>des nuances de formulation</b> et des structures variées même sur un <b>sujet complexe</b>	<b>30</b>
<b>C1+</b>		<b>25</b>		<b>25</b>		<b>25</b>		<b>25</b>
<b>C1</b>	J'ai traité le sujet et produit un écrit <b>fluide et convaincant, étayé</b> par des éléments (inter)culturels pertinents.	<b>20</b>	J'ai produit <b>un récit ou une argumentation complexe</b> en démontrant un usage maîtrisé de moyens linguistiques de structuration et d'articulation.	<b>20</b>	J'ai maintenu tout au long de sa rédaction un haut degré de correction grammaticale, y compris en mobilisant des structures complexes	<b>20</b>	J'ai employé de manière pertinente un <b>vaste répertoire lexical</b> incluant des expressions idiomatiques, des <b>nuances de formulation</b> et des structures variées..	<b>20</b>
<b>C1-</b>	J'ai pleinement répondu aux exigences de rédaction des op-ed, ma question était très pertinente	<b>15</b>	J'ai varié mes arguments et je les ai mis en lien avec le contenu du cours	<b>15</b>		<b>15</b>		<b>15</b>
<b>B2+</b>		<b>12</b>		<b>12</b>		<b>12</b>		<b>12</b>
<b>B2</b>	J'ai traité le sujet de façon <b>claire, détaillée et globalement efficace</b> : j'ai incarné un personnage cohérent, j'ai su défendre mon opinion en apportant des arguments clairs, ma question était cohérente	<b>10</b>	<b>J'ai produit un texte bien structuré</b> en indiquant la relation entre les faits et les idées. Je me suis servie intelligemment du cours pour construire mon argumentation.	<b>10</b>	J'ai démontré une bonne maîtrise des structures simples et courantes. Les erreurs sur les structures complexes ne donnent pas lieu à des malentendus.	<b>10</b>	j'ai produit un texte dont l'étendue du lexique et des structures <b>est suffisante pour permettre précision et variété des formulation.</b>	<b>10</b>
<b>B2-</b>		<b>8</b>		<b>8</b>		<b>8</b>		<b>8</b>
<b>B1+</b>		<b>6</b>		<b>6</b>		<b>6</b>		<b>6</b>
<b>B1</b>	j'ai traité le sujet de façon <b>intelligible et relativement développée</b> : j'ai cherché à développer un opinion et j'ai respecté les codes journalistique	<b>5</b>	J'ai <b>rendu compte</b> j'ai <b>exposé et illustré un point de vue</b> j'ai <b>exprimé mon opinion</b> de manière cohérente. J'ai varié mes arguments en me servant duc ours.	<b>5</b>	J'ai démontré une bonne maîtrise des structures simples et courantes. Les erreurs sur les structures simples ne gênent pas la lecture. .	<b>5</b>	j'ai produit un texte dont l' <b>étendue lexicale relative nécessite l'usage de périphrases et de répétitions.</b> .	<b>5</b>
<b>B1-/A2+</b>		<b>4</b>		<b>4</b>		<b>4</b>		<b>4</b>
<b>A2</b>	j'ai traité le sujet, ma <b>production est courte</b> . J'ai cherché à exprimer une opinion	<b>3</b>	j'ai <b>exposé une expérience ou un point de vue</b> en utilisant des connecteurs élémentaires. Mes arguments n'étaient pas suffisamment solides, j'étais trop éloigné du contenu du cours	<b>3</b>	J'ai produit un Mon <b>texte était immédiatement compréhensible</b> malgré des erreurs fréquentes.	<b>3</b>	j'ai produit un texte dont les mots sont adaptés à l'intention de communication, en dépit d'un <b>répertoire lexical limité</b>	<b>3</b>
<b>A2-</b>		<b>2</b>		<b>2</b>		<b>2</b>		<b>2</b>
<b>A1</b>	J' ai simplement <b>amorcé une production écrite</b> en lien avec le sujet.	<b>1</b>	J'ai <b>énuméré des informations</b>	<b>1</b>	J'ai produit un <b>texte globalement compréhensible</b> mais dont la lecture est peu aisée.	<b>1</b>	J'ai produit un texte intelligible malgré un lexique très limité.	<b>1</b>

## 1. The construction of Gender Role

### 1a. Selling Gender: How Advertising Shapes Roles (8pictures)

travail sur 5 publicité anciennes: une par groupe, description analyse quel message est envoyé? Quelle est la place de chacun? Pourquoi?

### 1b.The Crisis in Woman's Identity, Betty Friedan, *The Feminine Mystique*, chapter 3, 1963

The Feminine Myth of Fulfillment : *Friedan, an American feminist, writer, and activist, is widely*

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*credited with sparking the **second wave of feminism** in the United States. In this extract, she reflects on a conversation she had with Smith College seniors in 1959 and describes how many engaged women felt a deep disappointment—even anger—about knowing they were poised to stop using their education once married and becoming mothers*

1c- Estranged, Abridged from Kathryn Stockett, *The Help*, 2009 : travail sur le texte, repérage des 2 personnages, points de vue attendue  
demander de définir le titre  
écrire la suite: la mère et le mari parle de leur fille

## **2. Media, a tool to twist the mold**

2a. Subversive Ads, Eli Rezkallah, Feb 2019 (7 pictures), travail sur la nouvelle publicité: en quoi les codes ont-ils été respectés? But? Faire faire imaginer en passage oral ce qu'il a dû être la publicité originale

Faire des recherches sur le web: trouver une ancienne publicité et la transformer en moderne, écrire le texte correspondant et faire faire décrire

2b. Desperate Housewives : travail sur le générique : repérage des images et de leur contraire => en quoi est-ce un contre-modèle?

travail préparatoire : group work tableaux originaux : une photocopie couleur, une autre plus petite mise d'un autre tableau)

groupe 1 reçoit une grande image avec l'autre plus petite et a le droit de parler et de décrire son image, doit mettre qqles erreurs exprès (se référer aux petites images mise avec l'image travaillée)

le 2<sup>nd</sup> groupe écoute et doit trouver son / ses partenaires (dans la mesure du possible, mettre 2 fois les mêmes tableaux originaux pour constituer des groupes de 4 pour la suite)

pt grammaire : rappel règle de comparaison

travail à 4 : visualiser le générique : travail de repérage de ts les classiques et faire le // avec les images du générique

<https://www.youtube.com/watch?v=bHjKxEtaQzo>

comparaison des tableaux en groupe : un tableau présente l'original, l'autre celui du générique => conclusion : what does it mean ?

Support : <https://www.powtoon.com/c/e84jYNNkrsx/1/m>

[Watch my Powtoon: explanation credits Desperate housewives](#)

2c - BBC3 Quickies: She's Asking For It: travail sur la vidéo: thème abordé, raison de la vidéo?

Rappel what's the BBC?

<https://www.youtube.com/watch?v=LEX3sSGqgbw>

2d- 2e- 2f – 2g: extract videos from Comedy Short\_ Leading Lady Parts - BBC

donner les vidéos à regarder en amont par groupe : attention le début et le même pour tous pour contextualiser

Video 1: <https://www.veed.io/view/471fab85-bc6e-433b-b1e4-f63a6c3f514d?panel=share>

Video 2 : <https://www.veed.io/view/89e3a7d5-cc2d-4c97-b1f4-27cec090499a?panel=share>

Video 3: <https://www.veed.io/view/fr-FR/d577e816-fd5a-43a4-8784-0a0f17136aa3?panel=share>

Video 4: <https://www.veed.io/view/79cb6d7d-273c-4f0c-808d-85c88e190a15?panel=share>

travail sur les vidéos en amont, partage à 3 / 4 sur ce qui a été vu et donner ses impressions  
passage à l'oral: recap avec comparaison  
puis regarder la conclusion ensemble:

2h- Conclusion of the video Comedy Short\_ Leading Lady Parts - BBC :

extract video from Comedy Short\_ Leading Lady Parts - BBC : extract video from Comedy Short\_ Leading Lady Parts – BBC

<https://www.veed.io/view/fr-FR/22784e6c-b9df-457f-bbb8-00198063c043>

2i - Hashtags and gender equity aren't about either. Katica Roy, Apr 16, 2018, Updated: Dec 14, 2020, <https://www.katicaroy.com>

### 3. Celebrities, Media and Activisme

3a. Selected moments of Taylor Swift Accepts Woman of the Decade Award | Women In Music, 2019

écoute et prise de notes x 2, partage à deux ou 3 puis réponse ouverte faite à Taylor Swift : en accord ou en désaccord sous format écrit

<https://www.veed.io/view/ee60a2c7-771b-45d0-9e29-0cca35aeb385?panel=share>

3b- The Crown's Claire Foy paid less than male co-star, producers admit Patrick Greenfield, *The Guardian*, Mars 13 2018 : need to change people's opinion

dialogue improvisé autour de la saison d'après. Montrer poster + courte biographie des personnages principaux: imaginer un débat autour du salaire, choix des acteurs etc.

Passage en semi improvisation

3c -Meet the New Cast of *The Crown's* Third Season, Emma Dibdin, Nov 17, 2019,

[www.townandcountrymag.com](http://www.townandcountrymag.com)

dialogue improvisé autour de la saison d'après. Montrer poster + courte biographie des personnages principaux: imaginer un débat autour du salaire, choix des acteurs etc.

Passage en semi improvisation

3d. What About Us? Pink, 2017

– Pop Music as Protest (Pink)

travail sur les paroles: simples, écrite avant Trump sous Joe Biden donc pas un protest song

<https://www.rumblemusic.ca/What%20About%20Us%20Lyrics.pdf>

Ce qui fait la différence: le clip

<https://www.youtube.com/watch?v=CIU3fctbGls>

=> It captures celebrity activism, artistic expression, and public speech as political performance.

Débat argument pour et argument contre: is this pop or protest? Should artist take position on such matters? Is art a matter of protest? Préparer les arguments par deux en sous groupes puis passage en

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débat à 4, opinion imposée

Pink's powerful 'What About Us' video tells the story of a wounded America

Maeve McDermott | USA TODAY

A good music video can completely transform its subject matter, creating a new context that completely changes how listeners hear the song.

Pink's What About Us music video is one such achievement, recasting her new single as a politically-inspired anthem for a wounded America.

Directed by Georgia Hudson, the video opens with audio of protests and political speeches (including Chris Christie introducing future President Trump at the Republican National Convention), as somber shots of young, diverse faces fill the screen. Pink and her ensemble fight, scream, dance in front of police cars and stare into the spotlight of a helicopter hovering overhead, the only populates of the bleak, abandoned city where the video is set.

The video tells the story of a lost generation, its themes mirroring the pain of the many Americans who feel abandoned and unheard in today's society. In the context of the video, Pink's lyrics take on a different meaning, reading as a message to those in power from the people they left behind.

#### **4-The Digital Gaze: Social Media and the Return of the Private in the Public Sphere**

4a.capture écran, Instragram, Hannah Neeleman, @ballarinafarm

réaction sur la capture d'écran: que promet Hannah Neeleman?

4b- How to become a Traditional Wife, Part 1, Estee Williams, 2023

<https://www.youtube.com/watch?v=GA1U8eI4jhQ> trad wife

4c - 'Tradwives': the new trend for submissive women has a dark heart and history Hadley Freeman *The Guardian*, Mon 27 Jan 2020

<https://www.theguardian.com/fashion/2020/jan/27/tradwives-new-trend-submissive-women-dark-heart-history#img-1>

repérage des mots en gras: que peuvent ils signifier?

Repérage structure de l'article: quel type d'article est-ce ? À quoi s'attendre?

Travail sur l'article – explication: attendu de la trad-wive que l'on retrouve? Article anglais vs version américaine : quelles origines? 3Ème Reich vs masculinisme américain  
quel suite? Quel point de vue?

#### **5. Privacy going Public**

5a.What did Depp v Heard teach us? That justice and reality TV are incompatible Catherine Bennett, an Observer columnist, *The Guardian*, June 05, 2022

travail en amont: rechercher des infos sur les 2, le procès, les issues (prévoir éventuellement certains des mêmes les plus révélateurs)

travail sur le texte : les arguments pour, les arguments contre, ce qu'on apprend, ce qui est nouveau  
réaction

<https://www.theguardian.com/commentisfree/2022/jun/05/what-did-depp-v-heard-teach-us-justice-and-reality-tv-incompatible>

5b- Scarlett Johansson Gave a Powerful Speech About Planned Parenthood at the Women's March  
Brittney Mcnamara, Teenvogue.com, January 24, 2017

Travail sur le texte: repérage du vocabulaire (proposition de traduction)

mise en commun de ce que l'on prend

<https://www.teenvogue.com/story/scarlett-johansson-planned-parenthood-womens-march>

5c- Coldplay-ing away? Katy Forrester and Juliana Cruz Lima, *The sun.co.uk*, 18 Jul 2025

Study consequences of sharing private life online

Reflection Task: How much should be public? What's the line?

Recherche d'argument pour et contre - speed dating: échange des arguments : en choisir 3 et les donner, la personne qui répond n'a pas le droit de choisir les mêmes- les noter puis classer les 10 meilleurs arguments, les 10 moins bon échange en classe.

**idée dST:** <https://www.theguardian.com/film/2022/may/15/johnny-depp-amber-heard-defamation-trial-social-media>

### The Crisis in Woman's Identity

*Friedan, an American **feminist, writer, and activist**, is widely credited with sparking the **second wave of feminism** in the United States. In this extract, she reflects on a conversation she had with Smith College seniors in 1959.*

I noticed that night that many of the engaged girls, sitting silently around the fire while I asked the others about jobs, had also seemed angry about something. "They don't want to think about not going on," my ponytail informant said. "They know they're not going to use their education. They'll be wives and mothers. You can say you're going to keep on reading and be interested in community. But that's not the same. You won't really go on. It's a disappointment to know you're going to stop now, and not go on and use it."

In counterpoint, I heard the words of a woman, fifteen years after she left college, a doctor's wife, mother of three, who said over coffee in her New England kitchen:

"The tragedy was, nobody ever **looked us in the eye** and said you have to decide what you want to do with your life, besides being your husband's wife and children's mother. I never thought it through until I was thirty-six, and my husband was so busy with his practice that he couldn't **entertain** me every night. The three boys were in school all day. I kept on trying to have babies despite an Rh discrepancy. After two miscarriages, they said I must stop. I thought that my own growth and evolution were over. I always knew as a child that I was going to grow up and go to college, and then get married, and that's as far as a girl has to think. After that, your husband determines and fills your life. It wasn't until I got so lonely as the doctor's wife and kept screaming at the kids because they didn't fill my life that I realized I had to make my own life. I still had to decide what I wanted to be. I hadn't finished evolving at all. But it took me ten years to think it through."

The Feminine Mystique permits, even encourages women to ignore the question of their identity. The mystique says they can answer the question "Who am I?" by saying "Tom's wife... Mary's mother." But I don't think the mystique would have such power over American women if they did not fear to face this terrifying blank which makes them unable to see themselves after twenty-one. The truth is - and how long it has been true, I'm not sure, but it was true in my generation and it is true of girls growing up today - an American woman no longer has a private image to tell her who she is, or can be, or wants to be. The public image, in the magazines and television commercials, is designed to sell washing machines, cake mixes, deodorants, detergents, rejuvenating face creams, hair tints. But the power of that image, on which companies spend millions of dollars for television and ad space, comes from this: American women no longer know who they are. They are **sorely** in need of a new image to help them find their identity. As the motivational researchers keep telling the advertisers, American women are so unsure of who they should be that they look to this glossy public image to decide every detail of their lives. [...]



Recently, interviewing high-school girls who had started out full of promise and talent, but suddenly had stopped their education, I began to see new dimensions to the problem of feminine conformity. [...] One of the girls, seventeen years old, told me: [...]

"I can't see myself as being married and having children. It's as if I wouldn't have any personality myself. My mother's like a rock that's been smoothed by the waves, like a void. She's put so much into her family that there's nothing left, and she resents us because she doesn't get enough in return. But sometimes it seems like there's nothing there. My mother doesn't serve any purpose except cleaning the house. She isn't happy, and she doesn't make my father happy."

Betty Friedan, *The Feminine Mystique*, chapter 3, 1963

**looked us in the eyes** : to look at someone openly and without shame or embarrassment

**entertain** : provide someone with amusement or enjoyment

**sorely** : very much in need

### Estranged

"Did I tell you?" Mother says. "Fanny Peatrow got engaged."

"Good for Fanny."

"Not even a month after she got that teller job at the Farmer's Bank."

"That's great, Mother."

"I know," she says, and I turn to see one of those lightbulb-popping looks of hers. "Why don't you go down to the bank and apply for a teller job?"

"I don't want to be a bank teller, Mama."

Mother sighs, narrows her eyes at the spaniel, Shelby, licking his nether parts. I eye the front door. We've had this conversation so many times.

"Four years my daughter goes off to college and what does she come home with?" she asks.

"A diploma?"

"A pretty piece of paper," Mother says.

"I told you. I didn't meet anybody I wanted to marry," I say.

Mother rises from her chair, comes close so I'll look her in her smooth, pretty face.

"Now, I talked to Fanny's mother and she said Fanny was practically swimming in opportunities once she got that job."

I'll never be able to tell Mother I want to be a writer. She'll only turn it into yet another thing that separates me from the married girls. What I needed to do was find an apartment in town, the kind of building where single, plain girls lived, spinsters, secretaries, teachers. But the one time I had mentioned using money from my trust fund, Mother had cried-real tears. "That is not what that money's for, Eugenia. To live in some rooming house with strange cooking smells and stockings hanging out the window. And when the money runs out, what then? What will you live on?" Then she'd draped a cold cloth on her head and gone to bed for the day.

And now she's gripping the rail, waiting to see if I'll do what fat Fanny Peatrow did to save herself. My own mother is looking at me as if I completely **baffle her mind** with my looks, my height, my hair.

"It's all about putting yourself in a man-meeting situation where you can "

"Mama," I say, just wanting to end this conversation, "would it really be so terrible if I never met a husband?"

Mother clutches her bare arms as if made cold by the thought. "Don't. Don't say that, Eugenia. Why, every week I see another man in town over six feet and I think, If Eugenia would just try..."

She presses her hand to her stomach, the very thought advancing her **ulcers**.

I slip off my **flats** and walk down the front porch steps, while Mother calls out for me to put my



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shoes back on, **threatening** ringworm, mosquito encephalitis. The inevitability of death by no shoes. Death by no husband. I shudder with the same left-behind feeling I've had since I graduated from college, three months ago. I've been dropped off in a place I do not belong anymore.

"... here you are twenty-three years old and I'd already had Carlton Jr. at your age..." Mother says.

Abridged from Kathryn Stockett, *The Help*, 2009

**baffle her mind** : to cause someone to be completely unable to understand or explain something

**ulcers** : *ulcer*

**flats** : flat shoes

**threatening** : *menacer*

Eli Rezkallah 2019

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## If your wife ever finds out

*you're not "store-testing" for fresher coffee...*

*...if she discovers you're  
still taking chances  
on getting flat, stale  
coffee  
...woe be unto you!  
For today  
there's a new*



# Get out of the kitchen sooner!

Sis uses 750 dishes a month  
Mom uses 570 dishes  
Junior uses 720 dishes

Dad uses 770 dishes a month  
(and one guess who does them all?)



## show him it's a woman's world



### Men don't leave the Kitchen!

We all know a man's place is in the home, cooking a woman a delicious meal. But if you are still enjoying the single life and don't have a little mister waiting on you, then come on down to Hardee's for something sloppy and hastily prepared.

patterns that  
nd girl...  
eir shape.  
rent. \$2.00



### Hashtags and gender equity aren't about either.

They're really about having a voice. Sexual harassment, assault, bias...none of these are new. What is new is our access to information and our access to each other. For folks who have survived harassment, assault, bias, or all three (myself included) hashtags give us a way to stand up, speak out, and connect with each other. We were once living in a world where our voices had been muted, and many of us had been told it was our fault. Hashtags now give us a virtual connection. This is the power of social media. It is the power of connection. The power of standing together.

There are far too many hashtags related to gender equity for one article to cover. There should probably be a library. So instead of covering every hashtag, I've chosen the ones that have been seminal in moving the gender equity conversation forward.

#### #HeForShe

UN Women Goodwill Ambassador Emma Watson's 2014 speech inspired the #HeForShe hashtag. Emma boldly launched the HeForShe campaign as a call to action for men to be part of the gender equality movement. The momentum behind #HeForShe catalyzed over 1.3 billion commitments (and counting) to take action towards creating a world where gender equality is a reality.

#### #AskHerMore

This hashtag shed light on the misrepresentation of women in the media. The Representation Project used #AskHerMore to underscore the double standard of questions to female versus male

actors in media interviews: male actors are posed questions about their next project and female actresses are posed questions about their attire. While media interviewers ask males questions focusing largely on their work, they ask females questions focusing largely on their looks. #AskHerMore not only questions these media biases, it questions what we believe to be possible for women in power.

### **#MeToo**

This is, perhaps, the most well-known hashtag. Tarana Burke created the hashtag and Alyssa Milano lit it on fire. It was her response to the news of Harvey Weinstein. #MeToo called for women who had been sexually harassed and assaulted to raise their voices online. Only by raising their voices could we begin to view the size of the problem. In less than 24 hours over 4.7 million users spoke up on Facebook. Twitter wasn't silent either, where users Tweeted the hashtag nearly a million times within 48 hours. With #MeToo, we began to see what was previously invisible: the silent epidemic of sexual harassment and assault.

### **#WhatAboutUs (#SolidarityIsForWhiteWomen)**

The #MeToo movement unintentionally left out the voices of all women, particularly women of color, who were unable to speak out. #WhatAboutUs responded to the whiteness and elitence of the #MeToo movement and highlighted the harrowing stories of sexual harassment and assault from women. It raises awareness about the intersectionality, particularly of race and ethnicity with gender, in moving toward an inclusive gender equity future.

Hashtags are about having a voice and connecting with others who desire to speak up.. I remember debating whether I should post about my experiences. I remember staying silent. But then #MeToo happened, and it was time. Time to speak up. I was not alone. In less than 24 hours, 4.7 million Facebook users drove 12 million posts, comments, and reactions.

In 24 hours we saw that 45 percent of US Facebook users were connected to someone who said #MeToo. The catharsis of knowing that I was not alone gave me a sense of belonging. I had connection. We had connection. It showed the world that we have a collective problem in our society — one that has largely been a silent epidemic: the sexual harassment and assault, mostly of women and girls.

In the US, 1 in 4 girls will be assaulted before she is 18 (and 1 in 6 boys). 1 in 5 college women will be assaulted; 1 in 4 women will survive domestic violence; 1 in 3 women are sexually harassed; over 50% of boys are physically assaulted before the age of 18.

We can stop this, and part of stopping this is working together. Hashtags give us an easier way to find each other and make change, together. It also gives us a way to bring male survivors and allies into the conversation.

Hashtags will represent the ability to speak up, to hear people's stories, and to be connected. Hashtags of the future will allow us to make change, together. They represent not only the end to an era of silence about things that make us uncomfortable, but also a shift in the burden from survivors to perpetrators. This is where the burden belongs. It is my hope that hashtags usher in an era where those who have done wrong can take accountability and get help, because they are suffering too.

Finally, we must remember that hashtags raise awareness about an issue. It is the first step in taking action. We also need to call on social media platforms to stop the online harassment that happens when people speak up. (Thank you, Twitter, for taking the first step in removing abusive content from your platform.) Let's speak and then move forward to make change, together.

Katica Roy, Apr 16, 2018, Updated: Dec 14, 2020, <https://www.katicaroy.com>  
*GENDER ECONOMIST, SPEAKER, AUTHOR, CEO, AND BREADWINNER MOM : I am Katica Roy, and I am on a mission to achieve intersectional gender equity, once and for all.*



## **The Crown's Claire Foy paid less than male co-star, producers admit**

Foy, who starred as the Queen in hit series, earned less than Matt Smith who played Prince Philip



📷 Claire Foy and Matt Smith in a scene from The Crown. Photograph: Robert Viglasky/AP

Executive producers for the series made the disclosure when asked during a panel event in Jerusalem on Tuesday if Smith, who played a young Prince Philip in the first and second seasons, was paid more than Foy.

In response, the series' producers, Suzanne Mackie and Andy Harries, acknowledged the 35-year-old male English actor was paid more owing to his Doctor Who fame, but said the practice would be rectified in the future, according to the US entertainment magazine Variety. "Going forward, no one gets paid more than the Queen," Mackie told the audience. Foy, who was reportedly paid \$40,000 (£29,000) an episode, will not appear in the third series of The Crown, which starts filming this summer, as every part on the show has since been recast. She won a Golden Globe in 2017 for her portrayal of the current monarch during the early years of her reign.

Olivia Colman will play the Queen in the third series.

Speaking to the Guardian before the launch of the second series of The Crown last year, Foy said she believed women were expected to follow pre-accepted norms.

"If all the women in the world suddenly went: 'I've just realised I can't be arsed with this any more'," she said.

"You're told as a young woman what's attractive, what's acceptable, what's the right or wrong way to be. I'm lucky I discovered acting as a way of expressing myself, but unless you're given the permission to do that, you can't get it out."

"So with my child, I'm like: 'Run around! Scream! Shout! Go on!' I wish there was a way of saying to girls: 'You don't have to be polite and pretty in order to survive and have people love you.' The idea that you should be like everybody else genuinely breaks my heart. And I'm going to have to do

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something about it.”

The first season of *The Crown*, which received widespread critical acclaim, is understood to be have been the most expensive series commissioned by Netflix at the time, reportedly costing the streaming company £100m.

*Patrick Greenfield, The Guardian, Mars 13 2018*

**‘Tradwives’: the new trend for submissive women has a dark heart and history**

*A certain kind of housewife has found social media and is airing the details of their fight with feminism. But maybe they should tone it down a notch*

ask [Hadley Freeman](#) :

**What exciting trends are happening in the matrimonial sector?** - Kara, by email

A thrilling new trend has emerged, and it’s as seismic as the New Look was in 40s fashion, or the emergence of Mediterranean cooking in 90s Britain: it’s called being a housewife.

Now you might think: “Ummm, that doesn’t sound THAT new to me.” But all fashion trends are rehashes, and “tradwife”, as this one is dubbed, is housewife with a social media spin. It’s like bringing back 90s style, but swapping that brown eyeliner for contouring makeup. It’s just so much more **zeitgeist**, you see?

So a “tradwife” is a woman who doesn’t work so as to look after their children, their husband, their home and then talk non-stop about how great this is on social media. Who knew being so traditional was also so modern? And so busy! Last week alone, there were interviews with tradwives **in the Daily Mail, the Times** and on the BBC, This Morning, Victoria Derbyshire and, for all I know, piped 24/7 across all channels. I’m afraid that – being both non-trad and a non-wife – I am less plugged in than these women.

But I was especially taken with one trad wife. Her name is Alena Kate Pettitt, and in between showing TV crews how she lovingly **irons her husband’s shirt and shops for onions**, Pettitt runs something called the Darling Academy, which is a newsletter and YouTube channel that “celebrates British etiquette”. Initially, I assumed this meant reviving all that mad Nancy Mitford U and non-U stuff, and, let me tell you, as an American wannabe snob, I am VERY down with that. But no, Pettitt is “harnessing the best of what made Britain great, during that time when you could leave your front door open and know that you were safe, and you knew your strangers in the street.”

Mmm, isn’t it funny how whenever people evoke a specific time when Britain was great, the time they invariably evoke is their own childhood before they were aware of the pressures and anxieties of adulthood? And I’ll be honest, every times Pettitt talks about her husband “taking care” of her, and that is pretty much her No 1 subject, she sounds more like she’s talking about her father than her husband.

The tradwives have been keenly giving interviews about how they are the true feminists **in choosing not to work**, to which anyone with a modicum of knowledge about feminism would say: “We gave women the choice – that’s the point! Bake banana bread until the sun comes up, if it makes you happy!” Whether they are still the true feminists in suggesting that “husbands must always come first if you want a happy marriage”, as Pettitt has tweeted, feels more debatable. Also unacknowledged is that, as much as the tradwives think they are being renegade rebels by not working, their rebellion is based on their husband earning enough to support a whole household. Whoa there, little rebels!

But this isn’t actually about fighting the system: this is about women fighting against their own insecurities about their lives. And because of these insecurities, they then insist they are the oppressed ones, the brave speakers of truth. In other words, it’s another pointless culture war.

And it’s also about something else. Rather awkwardly for the British tradwives – who like to

suggest their movement is just about dressing in Cath Kidston and letting their husband choose where they are going on holiday – **in the US and elsewhere** it is very much part of the “alt-right” movement. It is especially popular among white supremacists, who are extremely down with the message that white women should submit to their husband and focus on making as many white babies as possible. British tradwives insist this has nothing to do with them: “Someone even said, this type of housewife was promoted by the Third Reich. And it’s like: ‘Really?! I didn’t even know that!’” Pettitt told the BBC, sitting underneath her union jack bunting, musing about how “we don’t even know the identity of our country right now”.

Now look, clearly being a happy housewife does not mean you are a Nazi. But also, maybe it’s time to **dial down a notch**, tradwives, for your own sake? After all, if you’re constantly posting videos to YouTube about how to press your husband’s clothes, and talking to Phillip and Holly about how you love to flirt with your husband, how do you have time to do any tradwife-ing?

**Hadley Freeman** **The Guardian**, Mon 27 Jan 2020

### Meet the New Cast of *The Crown's* Third Season

If you know anything about ***The Crown's* third season**, you likely know that it will feature an (almost) entirely different cast, with Claire Foy, Matt Smith & co passing on the royal torch to a new ensemble. **Olivia Colman** and Tobias Menzies will be taking over the lead roles, but that’s just the tip of the casting iceberg. Here’s your full guide to the new actors of *The Crown* season three. (pictures from Getty / Netflix)

#### 1- Olivia Colman as Queen Elizabeth II



**The Role:** Queen Elizabeth has been Queen of the United Kingdom and the Commonwealth nations since 1952, when she ascended the throne at the age of 25. She is the longest-living and longest serving British monarch in history, and the longest-reigning current monarch anywhere in the world.

**The Actor:** Olivia Colman is **already well known** for previous roles including Godmother in *Fleabag*, DS Ellie Miller in *Broadchurch*, and **Queen Anne in *The Favourite*** (for which she won the Best Actress Oscar last year). She takes over the role of Queen Elizabeth II from Claire Foy this season.

#### 2 Helena Bonham Carter as Princess Margaret



**The Role:** Princess Margaret was Queen Elizabeth's younger sister. **After being famously forbidden to marry her first love Peter Townsend** (because he had been previously married), she married society photographer Antony Armstrong Jones, and **the couple stayed together for 18 tumultuous years.**

**The Actor:** Helena Bonham Carter is widely known for a number of roles including Bellatrix Lestrange in the *Harry Potter* movies, Marla Singer in *Fight Club*, and Queen Elizabeth the Queen Mother in *The King's Speech*. **She takes over the role of Princess Margaret from Vanessa Kirby this season.**

3 - Josh O'Connor as Prince Charles



**The Role:** Prince Charles is the eldest child of Queen Elizabeth and Prince Philip, and **first in line to the British throne.** He has been married twice, first to Princess Diana and later to Camilla Parker Bowles. Season three of *The Crown* will follow **his years as a student at Cambridge, his investiture as Prince of Wales,** and his early courtship with Camilla.

**The Actor:** O'Connor's past TV roles include *The Durrells*, *Peaky Blinders* and the BBC adaptation of *Les Misérables* (which also featured Erin Doherty, aka the new Princess Anne] He takes over the role of Charles from Julian Baring this season.

4- Erin Doherty as Princess Anne



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**The Role:** Princess Anne is the second child, and only daughter, of Queen Elizabeth and Prince Philip. Born in 1950, she is known as a skilled equestrian, and in 1976 became the first member of the British royal family to compete in the Olympic Games.

**The Actor:** Doherty is a relative newcomer, having made her screen debut in 2017 on an episode of *Call the Midwife*—but she’s such a standout in *The Crown* that you should expect to see a lot more of her.

5-Tobias Menzies as Prince Philip



**The Role:** Prince Philip, the Duke of Edinburgh, is Queen Elizabeth’s husband. The couple married in 1947, five years before Elizabeth ascended the throne. **Born into Greek and Danish royalty**, Philip abandoned both titles to become a naturalized British citizen prior to their wedding.

**The Actor:** Tobias Menzies is best known for playing the dual role of Frank Randall and Jack Randall in *Outlander*, and Edmure Tully in *Game of Thrones*. He takes over the role of Prince Philip from Matt Smith this season.

6- Ben Daniels as Antony Armstrong Jones



**The Role:** Antony Armstrong Jones, aka Lord Snowdon, was a British society photographer and the husband of Princess Margaret. *The Crown* season three **will depict the ugly decline of Antony and Margaret’s already tumultuous relationship**, and possibly the couple’s separation in 1976.

**The Actor:** Daniels is a stage and screen actor whose notable previous projects include *Rogue One: A Star Wars Story*, *Law & Order: UK*, and *House of Cards*. He takes over the role of Lord Snowdon from Matthew Goode.

Emma DibdinPublished: Nov 17, 2019<https://www.townandcountrymag.com>

### **What did Depp v Heard teach us? That justice and reality TV are incompatible**

*The US defamation trial has shown us how ‘transparency’ in court translates into a festival of misogyny.*

Asked on CBS about losing Depp v Heard, Amber Heard’s lawyer, Elaine Bredehoft, put much of the blame on the courtroom cameras and the brutal atmosphere they generated. “It was like a Roman colosseum.”

Actually, for the **squeamish**, it was much nicer than that. Those of us watching Depp’s lawyer, Camille Vasquez, dismember Heard could claim to be acting in a spirit of sober inquiry and debate, motivated purely by the wish to advance understanding of US legal procedures. For instance, I learned that it’s legal in the state of Virginia for cameras to livestream a celebrity witness offering excruciating testimony about sexual abuse, yards from her alleged assailant.

Another lesson: the **arid findings** of two UK courts cannot compete, in a US one, with lashings of Technicolor “Darvo” (“deny, attack, and reverse victim and offender”, a common defence tactic in sexual assault and domestic violence **trials**). And another: it does not conflict with the administration of US justice, in particular the principle that people are equal before the law, if a celebrity witness knows millions of viewers are scrutinising her face and body language while opposition experts speculate on the consequences of her alleged personality disorder. (...)

Now, **courtesy** of the intensive Heard-Depp course in judicial fairness, we have a good understanding of how such commitment to total courtroom transparency is likely to translate, once online supporters are engaged, into a surge of woman-hating abuse and memes. Of this, Bredehoft said, the jury in this case must have been aware. “They have weekends, they have families, they have social media,” she said. There was also a 10-day break allowing for further absorption of tribal online feeling before jurors returned to a courtroom **besieged** by #justiceforJohnny supporters: “How could they not have been influenced?” Bredehoft was duly pilloried for sour grapes, on social

media.

In fact, she'd seen it coming. In February, arguing against live broadcasting, Bredehoft prophesied how existing "anti-Amber networks" would use resulting videos. "What they'll do is take anything that's unfavourable – a look," she said. "They'll take out of context a statement and play it over and over and over and over again." This is precisely what has happened, as if Heard's inconsistencies were not enough.

Depp's lawyers had more to gain from the **harvesting** of such material. "Mr Depp believes in transparency," his lawyer said. The judge, Penney Azcarate, whose sole decision it was to livestream or not, concluded that the public did need more, on this occasion, than old school reporting and illustrations: "I don't see any good cause not to do it." Maybe the resulting festival of misogyny would not have been predictable to any judge unfamiliar with social media, nor with the tendencies of the manosphere. It's harder to understand why a judge would not understand the specific risks of live broadcasting a case involving allegations of sexual violence, along with its potentially inhibiting impact on future witnesses. (...)

With the help of Heard, who says she is unable to pay the millions she owes in damages, Court TV doubled its daytime ratings. UK viewers discovered a new and cheaper alternative to Netflix. When British broadcasters last agitated for televised courtrooms, it was on the then plausible basis that this innovation – as well as providing cheap content – would educate viewers and improve openness. But **presciently** a spokesman for Victim Support argued that, while the justice system needed to be more transparent, "this does not mean that court cases should become a new form of reality TV".

Even if the transformation of one celebrity defamation trial, via live streaming, into the sustained, one-sided demonising of its female participant does not amount to a case for restriction, Depp v Heard casts serious doubt on broadcasters' claims about enhanced confidence and transparency. How is justice served by a courtroom becoming complicit with the values of mass entertainment? If anything, the live-streaming has added to uncertainty about the relative importance of legal argument as opposed to the popularity of the combatants.

As for fairness, is it fair to force civilians, even actor-civilians, to perform for justice? Either way, what a **boon** for her adversaries that Amber Heard never got the hang of fake crying.

Catherine Bennett, an Observer columnist, *The Guardian*, June 05, 2022

**squeamish** : easily nauseated, disgusted

**arid findings** : *constatation*

**trials** : *procès*

**courtesy of** : thanks to

**besieged** : *assiégé*

**harvesting** : *culture*

**presciently** : now

**boon** : favor

### **Scarlett Johansson Gave a Powerful Speech About Planned Parenthood at the Women's March**

Scarlett Johansson gave a moving speech at the Women's March, capturing EXACTLY why it's critical that the government end its attacks on Planned Parenthood. She made an appeal directly to President Trump, telling him she hopes to support his presidency, but letting him know that can't happen until he supports her first.

Scarlett outlined why Planned Parenthood is important to her in a story that might sound familiar to you.





"Have you been to the gynecologist yet? That is the question my mom asked me at 15 when I informed her about a change I had noticed in my body," Scarlett said. "So yes, at 15 I had been to a gynecologist. I was living in New York City and had visited a Planned Parenthood there."

At that clinic, Scarlett found a safe, supportive environment where a clinician laid out the preventative care options Scarlett had ahead of her.

"It was my clinician at Planned Parenthood who suggested I speak with my pediatrician if I was seeking a referral. She was compassionate and professional and told me she was happy to treat me for regular checkups, and when the time came, for STD and cancer screenings," she said. "No judgement, no questions asked. Planned Parenthood provided a safe place where I could be treated with gentle guidance."

It might be familiar because it's the story millions of people share. Many turn to Planned Parenthood when they're not sure where else to go, or when they **can't afford to go anywhere else**. That's because the clinic provides affordable care for everyone without questioning the decisions that led you there. Instead, they lay out your options going forward, which not only supports patients and puts them at ease, but puts the power in their own hands. It's not just a place for adults, as Scarlett points out, but a place we can all go and be sure we'll receive the best care we can get. We know this is an experience so many people share because the numbers reflect it, but also because we too have had these experiences, or have heard the stories from our friends about their trips to Planned Parenthood. Scarlett has too.

"I'm sure there isn't one person here who has not been helped out by Planned Parenthood directly or otherwise. When I knew I was coming **to speak on behalf of** women's health and reproductive issues, every single one of my girlfriends had a story about Planned Parenthood," Scarlett said. "'They saved me so many times,' one of my best girlfriends confided in me. 'They saved my [life] when I found out I had pre-cancerous signs I wouldn't have found out about without my annual checkups,' she said. (...)

This is the exact reason Planned Parenthood is essential. It gives people of all different backgrounds the ability to live, and to live happily and healthily. It gives essential healthcare that, without the clinic, so many women wouldn't get - particularly **low income women**.

Scarlett said she shared all this because, even though she's typically likes to keep her personal life private, voicing why we need what we need is critical as Planned Parenthood **comes under threat**.

"For the more than 2.5 million patients a year that rely on Planned Parenthood services for cancer and STD screenings, birth control, safe abortion and pregnancy planning these are uncertain and anxious times," she said. "Lawmakers in 24 states have tried to block patients from receiving care at Planned Parenthood. Congress has voted to limit reproductive services 9 times. There are very real and devastating consequences to limiting access to what should be considered basic health care."

That's why we all need to speak up, and why it's so important. It's not just about each of us as individuals, but about people like Scarlett's sister who used Planned Parenthood, and all the

Anne-Charlotte Legrand – académie de Versailles

strangers out there scared that they could lose the only form of healthcare they have.  
We couldn't have said it better, Scarlett.

[Brittney McNamara](#)

Brittney McNamara, Teenvogue.com, January 24, 2017

### **Coldplay-ing away?**

*A COLDPLAY fan who filmed a tech CEO and his HR chief canoodling at a gig has spoken out about the jaw-dropping moment.*



Grace Springer, 28, captured the moment during Coldplay's Boston gig on Wednesday night and shared the footage online - not realizing the internet firestorm she was about to unleash. Grace, from New Jersey, said she never meant to cause a scandal - but stands by sharing the footage.

She told The U.S. Sun: "I had no idea who the couple was. Just thought I caught an interesting reaction to the kiss cam and decided to post it. A part of me feels bad for turning these people's lives upside down, but, play stupid games... win stupid prizes. I hope their partners can heal from this and get a second chance at the happiness they deserve with their future still in front of them. I hope, for them, my video was a blessing in disguise."

Huge Coldplay fan Grace took the trip to Boston with friends to watch the British band. She said there was "a lot of talk" about the shocking moment after the show. "It was definitely a hot topic, but no one knew who they were," Grace added.

But online sleuths quickly got to work after Grace posted the clip on TikTok in the early hours of Thursday morning. She said: "When I posted late last night before bed it was picking up traction with a couple thousand views. I woke up to seven million. Now over 30 million. Overwhelmed to say the least."

By Friday morning, her video had racked up a staggering 46 million views and 4.9 million likes.

The clip shows married Astronomer CEO Andy Byron and his HR chief Kristin Cabot wrapped in a cozy embrace as Coldplay frontman Chris Martin's kiss cam panned over them.

"Oh look at these two," Martin said to the crowd at Gillette Stadium, before things turned awkward.

When Byron realised he was on the giant screen, he dropped his arms and dived behind a barrier - while Cabot covered her face and turned away.

The crowd erupted in laughter as Martin said: "Either they're having an affair or they're very shy."

The pair's display has sent social media into overdrive - with hundreds slamming the duo for apparent infidelity.

Anne-Charlotte Legrand – académie de Versailles

One user wrote: “Sorry for the wife but glad they’re being exposed and embarrassed.”

Another added: “They are both incredibly stupid, sorry. Why would you go to a concert of all places if you are having an affair.”

As the video circulated online, the drama also deepened with a torrent of fake statements and posts.

Katy Forrester and [Juliana Cruz Lima](#), *The sun.co.uk*, 18 Jul 2025