

# Aula 5

## BEAUTY PATTERN

### **META**

Abordar tema de padrões de beleza.

### **OBJETIVOS**

At the end of this class, it is expected that the students:

Ao final desta aula o aluno deverá: ter conhecimento sobre

Algumas discussões sobre a beleza; refletir sobre o que representa a beleza para ele.

### **PRERREQUISITOS**

O aluno deve ter conhecimento prévio sobre expressões anteriormente trabalhadas para expressar opinião, concordar, discordar etc.

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**Marcle Vanessa Menezes Santana**

### INTRODUCTION

No mundo atual vivemos sobre um padrão de influência da mídia forte e cruel que vem impondo valores muitas vezes amorais e contra a ética. Nos deparamos com pessoas a procura de um padrão de beleza “ideal” que não existe, estigmatizando o culto ao corpo perfeito.


A indústria da beleza que tinha por público maior as mulheres, atualmente conquistou adolescentes e homens também. Contudo, os limites para se alcançar a “perfeição” estão extrapolando valores de conduta. Nos deparamos com pais que permitem que seus filhos jovens façam cirurgia plástica, usem próteses, alterem o contorno natural do corpo por uma estética idealizada.

Dietas milagoras são preconizadas para alcançar a forma perfeita por um padrão de beleza e manter-se dentro de um padrão anunciado pela estética mercadológica.

Diante disso, lanço a pergunta: onde fica a beleza natural? A beleza de se manter belo sim fisicamente e na alma, mas sem ultrapassar ou se impor mudanças extravagantes e ilusórias. A beleza que conduz o homem a uma vida saudável pela alimentação, atividade física, pelo brilho nos olhos advindos da alma que não se espelha no mito do essencial do “belo fabricado”, mas no belo vivido ao passar do tempo.

Beleza, belo, boniteza, encanto ou lindeza... são tantos os adjetivos que fazem do belo para algumas pessoas um ícone de felicidade. Entretanto, a beleza, como é dito no provérbio “a beleza está nos olhos de quem vê”, implica em uma amplidão para o sentido do belo e cabe a cada um dependendo do que se tem internamente poder enxergá-lo de variadas maneiras.

### BEAUTY PATTERNS



People often say that 'beauty is in the eye of the beholder,' and I say that the most liberating thing about beauty is realizing that you are the beholder. This empowers us to find beauty in places where others have not dared to look, including inside ourselves.

(Salma Hayek)

izquotes.com

<http://izquotes.com>

**Pre-reading questions:** What's beauty for you?

Why are some people considered attractive or not? Where do we learn that someone is beautiful and someone else is ugly? Until recently it was considered mainly a cultural issue. What is beauty in Brazil may not be in Thailand and vice versa. But it is not only that.

Do you think the saying "Beauty is in the eye of the beholder" is really true? Until recently there wasn't any clue to say it was. Now, things are different. The answer is YES, due to a feature called facial symmetry.

Psychologists took photographs of hundreds of people of all races, ages, colors and genders. Then, they graded them for their symmetry. The next step was to call a group of people of different ages, races, and genders to analyze them. They had to decide who was beautiful, healthier or more intelligent and the results were more positive for photographs that were facially symmetrical.

Research suggests that we choose our friends, mates and employees on their facial symmetry. But we need to be careful. Having a symmetric face does not automatically guarantee superior traits. Traits such as kindness, generosity, sympathy, the ability to love, and spiritual potentials were not measured.

The physical perfection of Hitler's Aryan Race or the intellectual power of an Einstein are diminished in the crooked smile of just one Mother Teresa of Calcutta.

Answer the questions about the text:

1. What is an important feature to determine beauty in a person?
2. In the study of photographs, which adjectives were used to describe people with facial symmetry?
3. What type of choice is affected by facial symmetry?
4. What positive and negative characteristics are mentioned about some famous people in the text?



<https://i.ytimg.com>



<http://www.noticiasdealagoinhas.com.br>

Some people are considered attractive and others are not. Why is that?

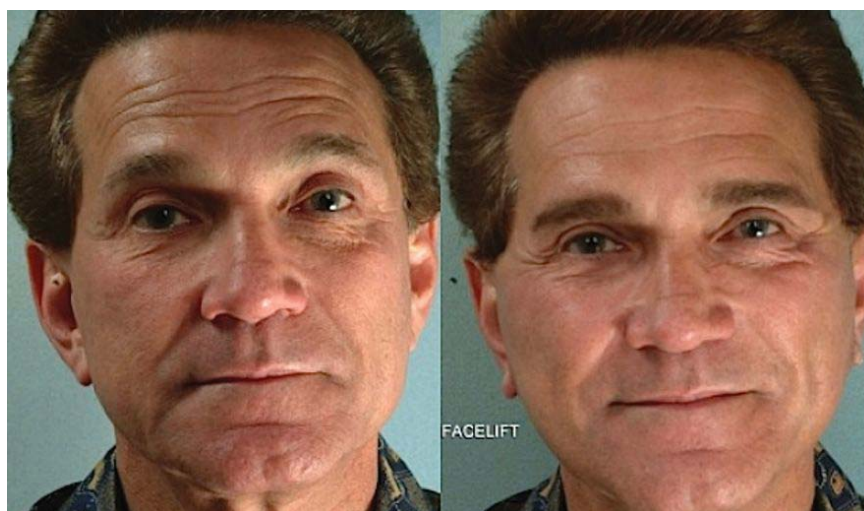
Until recently there wasn't any clue.

But now studies have shown there is no doubt that facial symmetry determines beauty.

Why were some traits such as kindness, generosity, sympathy, the ability to love, and spiritual potentials not measured?

Because none can be measured by looking at a photograph.

Fonte: Conecte Keys. Segunda parte. São Paulo: Editora Saraiva, 2011.



<http://twt-thumbs.washtimes.com>

## TAKE NOTES

What do you think about men taking into cosmetic surgery?

What's your opinion about Metrosexual guys?

Are you in favou or against Botox? Expalin.

What do you do to take care of your beauty?

### SURVEY: MORE MEN TURN TO COSMETIC SURGERY

Men are turning to plastic surgery and cosmetic procedures to brighten up their appearances at a faster rate than women, according to a survey released by the American Academy of Facial and Plastic Reconstructive Surgeons.

Men's use of fat injections to soften deep wrinkles leaped 497 percent last year from the previous year. Women's use of injections fell 36 percent, according to the survey. Men's use of Botox injections to eliminate frown lines rose 88 percent, while women's Botox use fell 8 percent, it said. And for smoothing skin, use of microdermabrasion among men rose 79 percent and use of laser resurfacing rose 13 percent, the survey showed.

Meanwhile, women's use of microdermabrasion dropped 13 percent and their use of laser resurfacing dropped 38 percent during the same time period, the survey showed. The number of men getting rhinoplasty – more commonly known as nose jobs – rose 47 percent, while the number os women doing so rose 5 percent, it said. Typically, men and women visiting plastic surgeons for cosmetic reasons were age 40 to 59, it said. The study said 44 percent of men and 57 percent of women tell their doctors that looking younger is the reason they are choosing cosmetic surgery. By 25 to 10 percent, men are more likely than women to say they want facial cosmetic surgery for work related reasons, it said.

The study was conducted by written questionnaires from January 20 to March 3 among the more than 2,600 members of the association, who focus on tratment of the face, head and neck. By comparison, in the prior year, women's use of Botox rose 60 percent while men's fell 14 percent; women's use of laser surfacing rose 13 percent while men's fell 19 percent; women's use of fat injections fell 17 percent and men's fell 54 percent; and women's use of microdermabrasion fell 46 percent and men's use fell 78 percent, the survey said.

## PRACTICE

Going through the images below pretend that you are asking a question to someone about the picture. Write the question and the answer the person would give. Use the following sentences as a support to communicate.



I'd rather say...  
Reflecting about...  
Concerning this problem...  
To be honest with you...

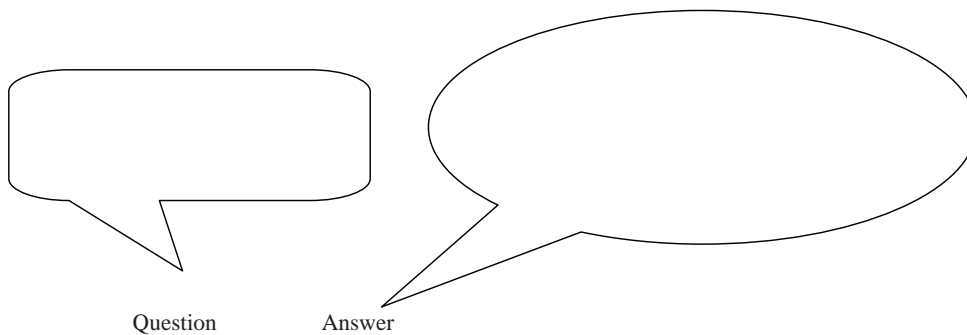
I don't mind if...  
On the other hand...  
Although I think...  
It's not fair to compare...

I don't agree but...  
I would say that...  
but I think that...  
Just between you and me...

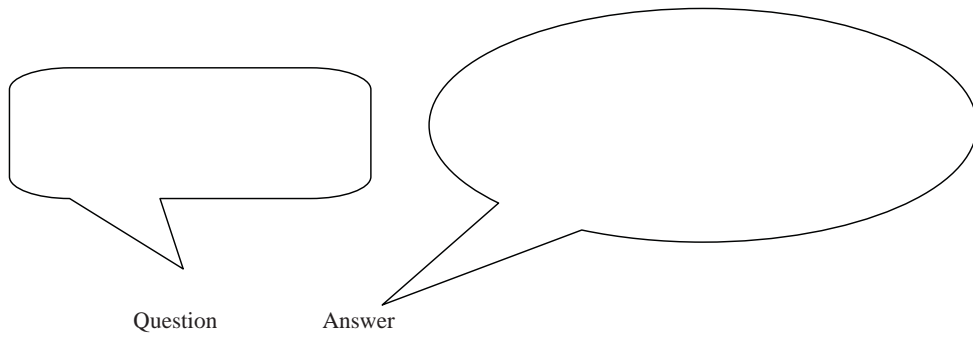


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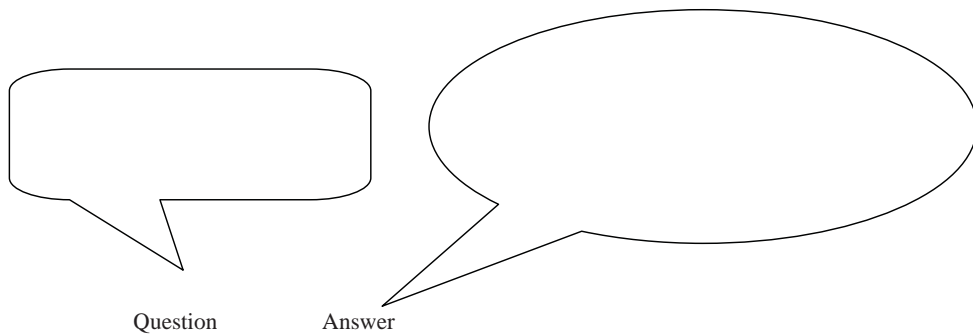
<http://www.glasbergen.com>



<http://www.insideedition.com>

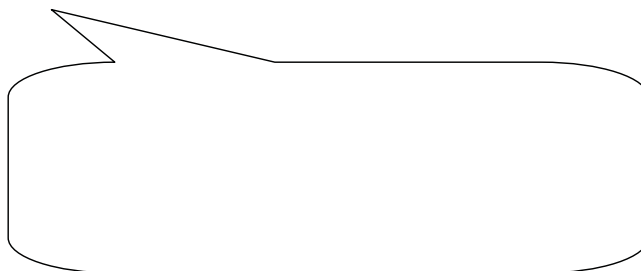


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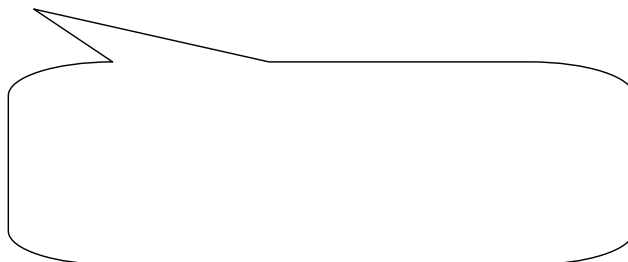


Answer

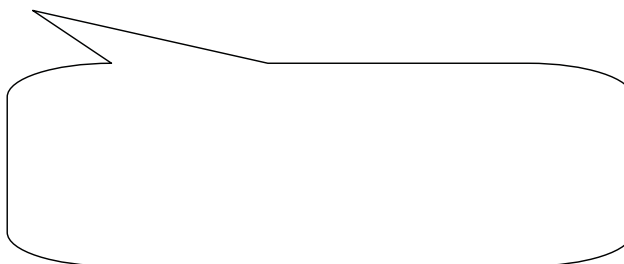
Is it better to be beautiful or intelligent? Why?



Do you think one gender or group worries more about beauty than another? Justify.



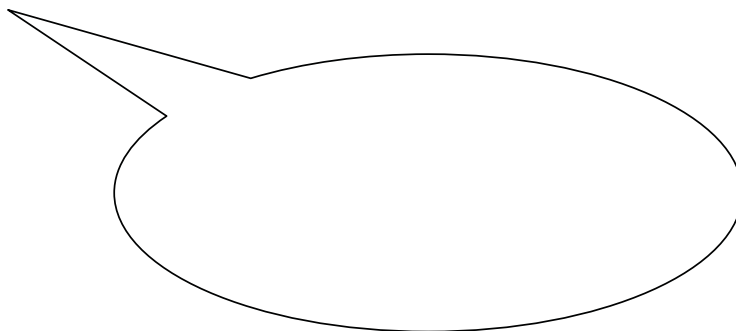
Studies suggest that beautiful people get better salaries and more frequent promotions than the average person. What do you think of this?



Based on the pictures below express your perception of beauty.



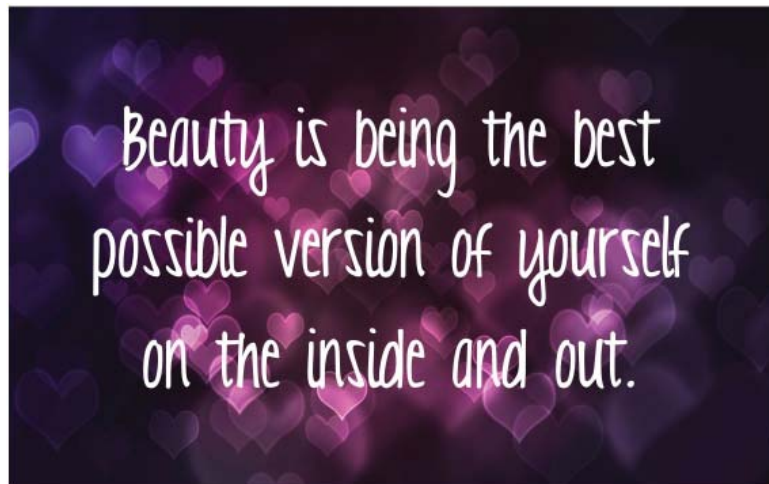
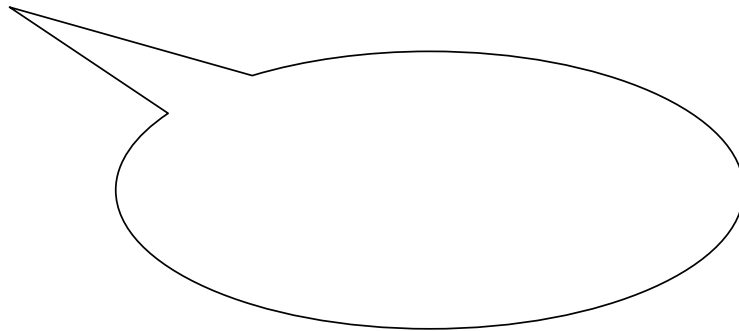
Flower: <http://www.xtreme-photos.com>



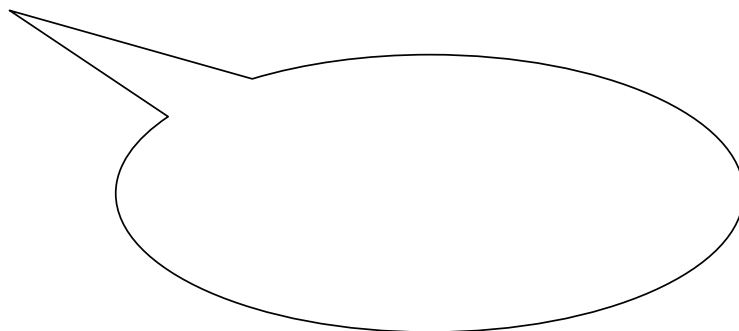




<https://static1.squarespace.com>



<http://quotespictures.com>



### CONCLUSION

É preciso ter cuidado ao se preconizar por um ‘ideal’ de beleza para que consequências desfavoráveis não aconteçam. Ser belo, para algumas pessoas está muito mais vinculado ao estado da alma, para outros a aparência física. No entanto, é preciso ter equilíbrio ao se preconizar a beleza.



### SUMMARY

Em suma, o significado de beleza é amplo e particular. A beleza tem significados diferentes para cada pessoa e cabe a cada um respeitar a visão de outrem.



### SELF-EVALUATION

Estou ciente sobre o assunto tratado nessa lição?  
Fui capaz de formar uma opinião sobre o que é beleza?  
Fiz uso correto das expressões sugeridas?  
Houve dificuldade em utilizá-las?



### NEXT CLASS

Para a próxima aula estudaremos *Social Interaction*

### REFERENCE

PALMA, Cortiano, RIGONI e GUEIROS. **Conecte Keys**-Volume único. Editora: Saraiva Edição: 1ª Edição, 2011.