



This Child Exploitation Ad Campaign Is Sparking Outrage | Fast Company

Source: Fast Company

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※ 문의 070 8246 0570

1. Vocabulary *Check the meaning of these words/expressions in the dictionary.*

💡 Today's Expression(오른쪽 링크 클릭) - [Ignorance is bliss](#)

- Definition
- Example

QR코드를 통해
Ignorance is bliss의
설명 영상을 보실 수 있습니다.



1. **Bajillion** (noun) an extremely large, but not an exact, number
ex) We have a **bazillion** cable channels and we don't want to watch any of them.

"It goes to Balenciaga for somehow not getting the memo about never letting brand advertising get within a **bajillion miles** of anything that could even remotely be construed as child exploitation.

2. **Get the memo**(idiom) to know something that everyone else knows
ex) Everybody seems to be wearing green today - I guess I didn't **get the memo**.

"It goes to Balenciaga for somehow not getting the memo about never letting brand advertising get within a **bajillion miles** of anything that could even remotely be construed as child exploitation."

3. **Construe something as something**(verb) to understand the meaning, especially of other people's actions and statements, in a particular way
ex) Any **changes** to the plan would be **construed** as **indecision**.

"It goes to Balenciaga for somehow not getting the memo about never letting brand advertising get within a bajillion miles of **anything** that could even remotely be **construed as child exploitation**."

4. **Pander to someone/something** to do or provide exactly what a person or group wants, especially when it is not acceptable, reasonable, or approved of, usually in order to get some personal advantage
ex) Political leaders almost inevitably **pander to** big business.
ex) It's not good the way she **panders to** his every whim.

"The ladder, which had Nicole Kidman among the models in an office setting, had prop paperwork on a desk that when zoomed in appeared to be paperwork of the Supreme Court's 2008 decision in US versus Williams which examined whether laws banning the **pandering** or promoting of child pornography curtailed First Amendment freedom of speech rights. What the fuck is going on here? Well, that's what a lot of people said."

5. **Curtail**(verb)to stop something before it is finished, or to reduce or limit something
ex) With all the snow, our daily walks have been severely **curtailed**.

"The ladder, which had Nicole Kidman among the models in an office setting, had prop paperwork on a desk that when zoomed in appeared to be paperwork of the Supreme Court's 2008 decision in US versus Williams which examined whether laws banning the pandering or promoting of child pornography **curtailed** First Amendment freedom of speech rights. What the fuck is going on here? Well, that's what a lot of people said.

6. **Revel in something** (Phrasal verb) to get great pleasure from a situation or an activity
ex) She's **revelling in** her newly found freedom.

"The result has been a buzzy, incredibly popular brand that has **reveled in** stunts and viral social chatter surrounding things like models dressed like refugees carrying trash bags made of expensive leather, or charging 520 bucks for a ceramic mug with a Monster Energy inspired logo"

7. **Third rail**(noun) a controversial topic or issue in the public sphere that people, especially politicians, try to avoid discussing (often used attributively)
ex) Doping is the **third rail** of the Olympics.
ex) Social Security is the **third rail** of American politics.

"But when you trade in controversy, eventually, common sense starts to look like just another hurdle and that's when **third rails** are stepped on, and whoa boy, this was the thirdest of third rails."

1. Vocabulary *Check the meaning of these words/expressions in the dictionary.*

8. **Saving grace**(noun) a good quality that something or someone has that stops it, him, or her from being completely bad
ex) The film's only/one **saving grace** is the excellent cinematography.

"The only not quite **saving grace** here is that the brand did take full responsibility for its actions eventually."

2. Listening Drill

How did Balenciaga miss the **most obvious rule** in advertising? I'm Jeff Beer, and this is Fast Company's brand hit or miss of the week.

This week we have a miss, and it goes to Balenciaga for somehow not getting the memo about never letting brand advertising get within a **bajillion miles** of anything that could even remotely be construed as child exploitation.

Obvious, right? Earlier this month, the Kering-owned fashion brand launched two new ad campaigns. One called Balenciaga Gift Shop. The other called Garde Robe. The former featured pictures of kids holding Teddy bear handbags that were all beat up and wearing fishnets and leather straps, looking a wee bit too BDS and M.

The latter, which had Nicole Kidman among the models in an office setting, had **prop paperwork** on a desk that when zoomed in appeared to be paperwork of the Supreme Court's 2008 decision in US versus Williams which examined whether laws banning the pandering or promoting of child pornography curtailed First Amendment freedom of speech rights. What the fuck is going on here? Well, that's what a lot of people said.

It took almost two weeks for the brand to respond to critics initially, and after **a few of the now** obligatory social media apologies, on November 25th, Balenciaga then filed a 25 million dollar lawsuit against the production company behind the Gift Shop campaign in what can only be described as a very splashy passing of the blame bug.

But then in a November 28th statement, Balenciaga said it takes, quote, full accountability for our lack of oversight and control and could have done things differently. Ladies and gentlemen, the understatement of the year.

Okay, let's rewind for a minute. In 2015, Balenciaga hired Demna Gvasalia, known as just Demna, as its new creative director **with a mandate** to make its clothes and products feel, quote, urgent.

2. Listening Drill

Recap the story by filling-in the blanks

The result has **been a buzzy**, incredibly popular brand that has reveled in stunts and viral social chatter surrounding things like models dressed like refugees carrying trash bags made of expensive leather, or charging 520 bucks for a **ceramic mug** with a Monster Energy inspired logo.

Anyone else getting serious Mugatu **vibes**, here?

Its efforts like these that help the brand become a part of culture. But when you trade **in controversy**, eventually, common sense starts to look like just another hurdle and that's when **third rails are stepped** on, and whoa boy, this was the thirdest of third rails.

The only not quite saving grace here is that the brand did take full responsibility for its actions eventually. Now it waits to find out what the long term consequences may be.

That's it for this week. Thanks for watching.

3. Summary

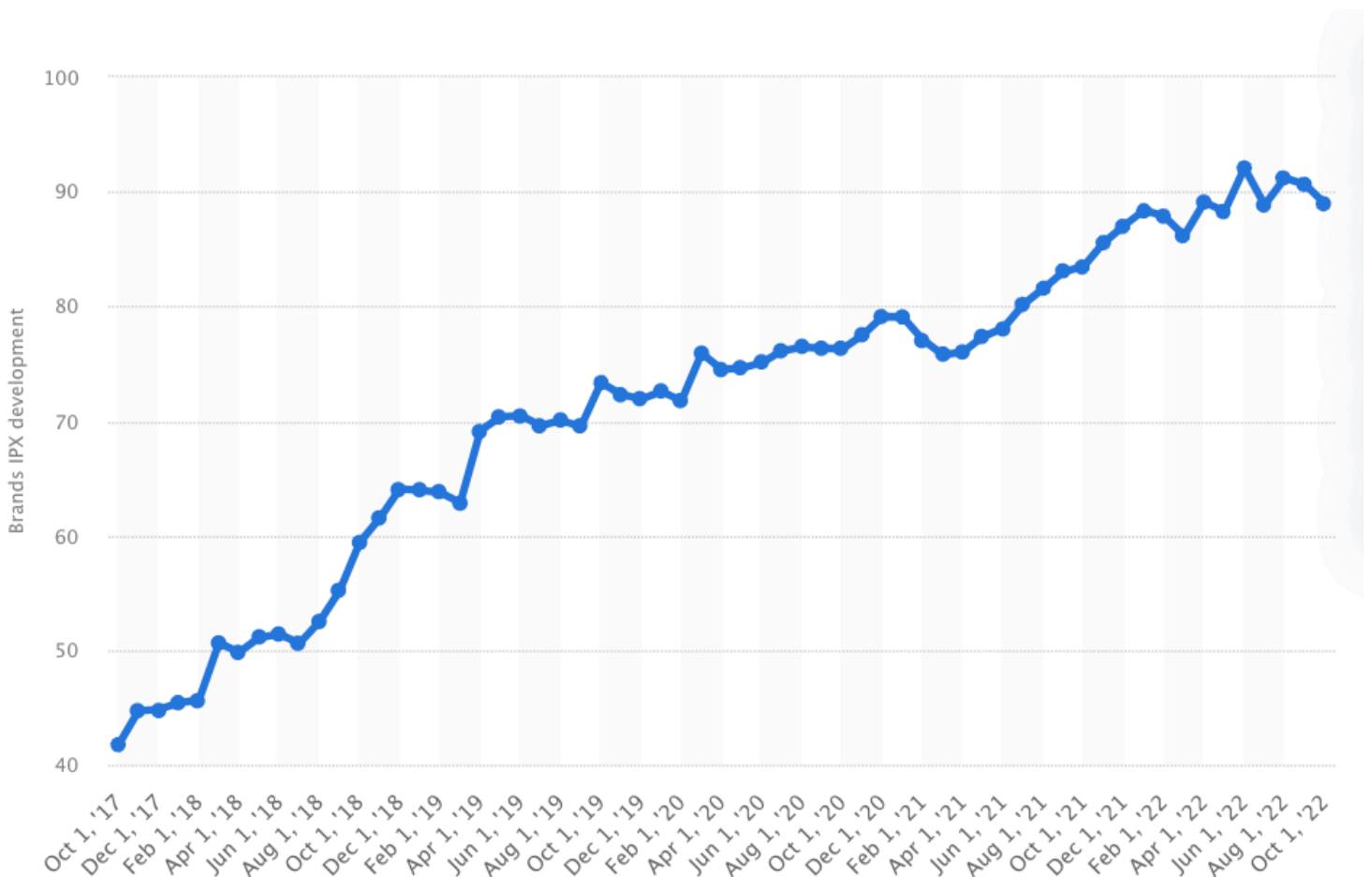
Summarize what you have seen/heard in two or three sentences

Tip.
 Answer the questions using vocabularies that you learned in the vocabulary section.

4. Describing The Chart

Describe what is the general idea being expressed by the graph. Discuss it to your class. Try to interpret what you see in the chart.

Brands IPX (global): development of the Balenciaga brand worldwide from October 2017 to October 2022



Development of the Balenciaga brand worldwide 2017-2022

Published by Tugba Sabanoglu , Jan 19, 2023

The Brands IPX (Global) index value of Balenciaga was measured at 88.95 points on October 1, 2022, according to IFDAQ. Balenciaga's brand performance generally increased with fluctuations as measured by the index.

Questions

1. What 's the take away of the graph?
2. What extra information can help you understand the graph even better?
3. Do you have any interesting findings? What's your guess about it?

5. Discussion Questions

Let's begin at the easy category. You are expected to have prepared your answers already before the class begins.

Easy

1. When you think of luxury brands, which brand comes to mind first? Why so? - Please share what you know about Balenciaga.

2. Have you ever hated a brand you loved because it was embroiled in a scandal?

Average

1. In a period of economic crisis, do you think that luxury brands suffer the same drop in sales as brands in general?

5. Discussion Questions

Let's begin at the easy category. You are expected to have prepared your answers already before the class begins

Average

2. Are you satisfied with Balenciaga's response to its ad scandal? Why do you think so?

Difficult

1. Jeff beer said, "Now it waits to find out what the long term consequences may be." How do you think the advertising scandal and Balenciaga's way of coping with it will affect Balenciaga's business in the long run?

Note1

Date: _____ Topic _____

Expression of the Day

Write Down idioms/ phrasal verbs that you learned in the sessions

Have you used today?

Week 1.

Yes

No

Week 2.

Yes

No

Words of the Day

Please write down vocabularies and idioms that you have learned at Talksharp and try to practice them in your own sentences today. Once you use any of them today? Please cross them out.

Useful Sentences

Video Script is a good source to enhance your verbal sentences. Put a note of sentences that you want to learn

Today's Correction

Write down today's correction.

Note 2

Please write down Korean sentences difficult for you to convey in English

Sentence1

Sentence2

Sentence3

Please write sentences above in English so that you could never fail again

Sentence1

Sentence2

Sentence3

Put a note of vocabularies or idioms that you want to learn