

## UNIT 5:

### Tent Roof.

# A Suitable Helper. MORALITY



**12th Grade**

**In order to search for the truth I have to be critical.**

**The world doesn't offer me happiness.**

**The truth is written in my heart.**

**Morality is a walking stick along my path.**

**Life, a GIFT.**

# 1. What Does the World Offer Me?

“Do not conform yourselves to  
this age”  
Rm 12:2.



Showing the deformed vision that society has of sexuality, and helping the youth to discover that they are vulnerable to being manipulated according to the whims of social interests and therefore should have a questioning attitude and begin to interest themselves in and search for the foundations of the truth.

**ACTIVITY 1:** Begin the lesson by inviting the youth to slow down in their lives, not to always be in a hurry, but to be able to open their eyes and attentively look at the world around them.

**ACTIVITIES 2-3-4:** These activities aim to show the youth how the sexual dimension of the person is used like an advertising strategy in our consumeristic society.

Show them the images of three ads for different products like fruit, a game, and a deodorant. These can be projected..



These three products have nothing in common. Nonetheless, all three have a clearly erotic component:

- Fruit is represented by female breasts. Even the fruit packaging is used as though it were female underwear.
- The deodorant causes a “physical” separation in the character’s body between love and sexual desire.
- The handheld game is used in the context of a sexual relationship, comparing the video game to a sexual game.

The teacher should invite the youth to dissect the ads, helped by words like: SEXUALITY, DESIRE, OBJECT, CONSUMPTION, BODY, UNITY, POWER, MAN, WOMAN, and RELATIONSHIP. By means of a class debate, the teacher will guide the students' ideas toward the deformed vision of sexuality that is shown to us by society, and how one of the constitutive dimensions of the person is used and cheapened as though it were a CONSUMER PRODUCT.

Invite them to be critical with other ads and, if possible, to bring a few examples to share during the next session.

**ACTIVITY 5 :** Then, show them four images that represent the society that we live in and invite them to describe what they see in the drawings. You can assign the images to small groups.



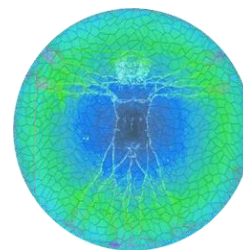
**CONSUMERISTIC**



**COMPETITIVE**



**UTILITARIAN**



**DUALISTIC**

Then, ask them to describe these concepts, attempting to do it from the point of view of the person and the vision of sexuality.

The teacher, after hearing the students' contributions, will focus on the following concepts:

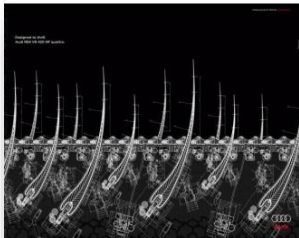
- **CONSUMERISTIC:** The objective of society is the mass production of consumer goods, transforming mere objects into "necessary" goods. The PERSON ends up as an OBJECT OF CONSUMPTION, OBJECT OF DESIRE.
- **COMPETITIVE:** The law of the strongest gets imposed. We enter into a whirlwind of power and selfishness, of having and wanting more and more. We end up seeing those around us as our enemies, as someone that we have to eliminate. This YOU, who builds me up as a person, who helps me to grow, is no longer an OPPORTUNITY for me.
- **UTILITARIAN:** Society includes the person based on their value, based on how useful they are. The person does not have value in and of himself, but only in the measure that he has something to offer. If he is a social or financial burden, I can get rid of him. For this reason, we keep elderly people separate from society. We get rid of children who have any type of deformity, or because it's not a good time for me right now. The person is transformed into a thing that is either useful to us or not.
- **DUALISTIC:** The dualistic vision of man divides the person into two: the body and the soul. It causes a dramatic separation in the person: my soul on one side and my body (which is not ME) on the other. This is where our preoccupation with the body comes from. From the worship of the body. The body turns into an object of desire.

**ACTIVITIES 6-7-8-9:** Continue the session showing three car commercials on the overhead projector. The first two are for the same model, and the third is different.

- **THE FIRST COMMERCIAL:** is directed toward an adult audience. The colors are a spectrum of greys and blacks that indicate seriousness and elegance. The music chosen is classical, and keeps perfect harmony with the movement of the pieces of the car. It shows the internal mechanics of the motor, which works to perfection and resembles a heartbeat. It conveys the message of safety.
- **THE SECOND COMMERCIAL:** is directed toward a young audience. The commercial is full of color. The bodywork is an intense red. The music is lively and loud. The images are presented in a striking way and the car cruises the highway at high speeds. The message conveyed is one of breakneck speed, fun and adventure.
- **THE THIRD COMMERCIAL:** is for a family car, and so its audience is heads of households. It uses people's own children as a hook, since the commercial centers around the rivalry two kids seated in the backseat of two cars. One of the children is in a sports car and is holding a toy car that he shows to the other kid, making fun of him. But his face changes when he observes how the other kid's dad is putting a life-size sports car toy into the trunk of the family car.

Ask the youth a series of questions about the commercials and invite them to recognize the differences between them that were made clear from the beginning. The teacher should guide the questions to help them arrive at these conclusions.

[http://www.youtube.com/watch?v=7H-K2Mu9\\_Ys](http://www.youtube.com/watch?v=7H-K2Mu9_Ys)



<http://www.youtube.com/watch?v=EA-mgkM-Uo>

The aim of these activities is for the youth to come to recognize how they are treated as objects of consumption and realize that they are often manipulated by social interests. It is important, in this regard, for the teacher to encourage them to critically evaluate everything that society is offering them: fashion, television, music, advertisements, the value of the person and sexuality. Encourage them to not allow anyone to manipulate them, and to search for the truth.

**ACTIVITY 10:** Continue along the same lines of the presentation of a commercial where there appears to be a very clear message expressed in the following way:

You, too, shall fall!



The content of this ad is clearly erotic. It uses the body of a man as an irresistible thing to “taste”, as if his body were an ice cream bar. There is a female hand that can’t resist taking a piece. With such a clear message, invite the youth to reflect on what feelings arise when they know they are being manipulated.

The teacher can reference the story of Pinocchio, developed in Unit 3, reminding the students what consequences Pinocchio had to deal with when he followed his supposed friends, and invite them to reflect on how what seems attractive is not always what leads us to happiness.

**ACTIVITY 11:** Conclude the session by pausing for a moment and facilitating a calm, reflective environment. Invite the youth to look within themselves and to reconsider the way that society affects them, thinking about whether they are conscious of the lyrics of the songs they sing, the clothes they wear, the world of tattoos and piercings, their way of relating to friends, the speed of life, the things that they buy, what they throw away, their use of things, etc.

**We live in a consumeristic society in which the person ends up being an OBJECT OF DESIRE.**

**The person does not have value in and of himself, but rather on the basis of what he can offer or contribute to me.**

**It is a utilitarian society.**

**We live in a competitive world, and human relationships are also lived out according to this perspective. It seems like the person at my side is my enemy.**

**THE PERSON IS DEVALUED.**

**HE/SHE IS REDUCED TO AN OBJECT OF DESIRE.**



**DO NOT ALLOW YOURSELVES TO BE MANIPULATED!!**



Esos dedos que señalan. Dibujo a lápiz y creta blanca. Natalia Núñez

**ALWAYS GO IN SEARCH OF THE TRUTH!!**



## TIMING AND MATERIALS

This lesson is designed for students in the 12<sup>th</sup> grade.

It is opportune to impart it in two sessions. It can be done in two sessions if you invite the youth to bring ads and television series which show the influence of society on the value of the person and sexuality.

ACTIVITY	TIME (minutes)	MATERIALS
Activity 1: Presentation.	5	Worksheet.
Activ. 2-3-4 : Personal reflection and group work.	20	Advertisements.
Activ. 5: Personal reflection.	10	Images of the world. Pen and paper.
Activ. 6-7-8-9: Observe and reflect. Sharing.	30	Projector. Worksheet and car commercials.
Materials to be provided by the youth.		
Activ. 10: Personal reflection.	10	Image of the ad: "You, too, shall fall!"
Activ. 11: Personal reflection.	10	Pencil and paper. Worksheet.