

## COMPREENSIÓ DE TEXTOS ORALS (CTO)

**MULTIPLE-CHOICE.** You are going to listen to a radio interview about a campaign against girls wearing pink. Complete 1–6 with one or two words, or a number. 0 is the example.

- 0 The campaign was started by mothers.
- 1 In the UK in the past, children with \_\_\_\_\_ were often dressed in blue.
- 2 During the 1960s and 70s, the \_\_\_\_\_ led to a strong move away from pink.
- 3 The idea of pink for girls and blue for boys became fixed as a stereotype in America in the \_\_\_\_\_.
- 4 \_\_\_\_\_ is no longer seen as rebellious for working-class men.
- 5 Professor Anderson believes that pink is less popular in \_\_\_\_\_.
- 6 With some types of toys, for example \_\_\_\_\_ and cookery sets, manufacturers are making more of an effort to be inclusive.

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## KEY

### MULTIPLE-CHOICE QUESTIONS (MC)- GIRLS WEARING PINK

1 blue eyes 2 women's movement 3 1920s 4 Long hair 5 China 6 construction toys

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## TRANSCRIPT

Presenter: A warm welcome to Professor Charlotte Anderson, who is here to discuss a new campaign against a colour! It was launched earlier this month by mothers protesting against the overwhelming use of pink in marketing and advertising for girls and the 'culture of pink' which invades every aspect of girls' lives. One of the founding members talked, in an earlier interview, about a well-known toyshop which has separate floors for girls' and boys' toys, and these are colour coded: pink for girls and blue for boys. Professor Anderson, where does this idea of blue for boys and pink for girls come from? Professor Anderson: Well, Evan, it's actually very interesting, historically speaking. There was no real set pattern in either the US or the UK before the early 20th century. On the continent, in Germany, girls were dressed in blue, because that was the colour associated with the Virgin Mary. In the UK, blue-eyed children of both sexes were often dressed in blue, and brown-eyed children in pink. In 18th-century France, however, girls were already in pink and boys in blue. Presenter: Oh, so it's the fault of the French, is it? Professor Anderson: Well, we'd like to think so! No, I think the real 'blame', lies with full-scale industrialization and the manufacturing industry...they made the decision to enforce the stereotype in 1920s America. Baby clothes were standardized in the two colours, and parents were left with little choice. And then in the 1960s and 70s with the rise of the women's movement, there was a strong move against pink, and dresses, as the 'natural' way to dress girls. Presenter: So what's happened to make us go backwards? Professor Anderson: I think...I'm not sure if you'd agree...that in lots of ways the world has become more conservative, and gender division has become more obvious. But things do change. In the 60s long hair on men was seen as a sign of revolt, and now lots of blue-collar workers have long hair – now it's just a hairstyle. Maybe what we need to do is to encourage really tough men to start wearing pink so that it stops being a girly colour. Presenter: It'd be great wouldn't it? Actually, I think it might be starting...I remember one episode of The Wire, where one of the toughest, hardest cops wears a bright pink shirt. Professor Anderson: Yes, of course some men do have that confidence. What we need to do is educate our children, who are naturally conservative, not to associate pink with all things feminine. Presenter: So how successful do you hope this campaign will be? Are you planning global domination? Professor Anderson: I'm not sure, Evan. I don't know if pink for girls is as strong in other cultures as it is in the

Anglo-Saxon ones. I seem to remember seeing both boys and girls in sailor suits in Belgium, and in China too...I do know that in China you just don't see as much pink – but then of course, it may spread unless we do something to stop it! Presenter: Where do you start? Professor Anderson: Actually, I'm starting to notice a shift towards more inclusivity from some of the major toy manufacturers. Some brands are starting to show pictures of girls on the boxes of their construction toys, for example. Or boys on the cookery sets. I feel that campaigns like ours can really make a difference. Presenter: Thank you for coming in and discussing this topic, Professor Anderson. And good luck with the publication of your book, too...For those of you who would like to learn more about Professor Anderson's crusade, her book *The Pink Blues*, is now available in all good bookshops. Next up this morning...