

Poster question and answer

1. Whose corporation/organisation are you representing?

For this poster i have choosen to represent the corporation of Victoria's Secret. This corporation is an american brand of lingerie, feminine clothe and beauty products. This corporation was created by Roy Raymond in 1977, they actually have 97 000 employees and thay also have a revenue of 2.4 billion in 2005.

2. What are the views of the corporation/organisation you are not representing?

The view of the corporation Victoria's secret is that is not really important the fact that they do some retouch on they models, because a lot of firm in the field of beauty do the same, so why not them? They told us that they don't retouch a lot and consequently this is not a problem, they don't tink that the model they want to decree is insane they just said that is this is the iamge taht all women could want to reflect.

3. What is the key message that you are trying to communicate?

The key message that I have tried to communicate is that you can find a lot of fake things on internet nowadays, and a lot of people are victims of those fake things. I have choosen to ilustrate my aim with the society Victoria's secret because this company try to order some insane beauty criterions in the world of fashion. They retouch their models with the help of photoshop, at first the models are quite skinny and at the end they got unreal size, because of that a lot of people try to looks like those models and they lose their health during those attempts.

4. what is the main target audience that you hope will read and understand your message?

I hope the main target audience will be all people who looking for internet and TV and especially all the young people who can be more easily influenced by malevolence behaviour. This message can help them to be more analytical with all they can find on internet.

5. What would someone who disagrees with you say in response to your argument?

The argument of a person who is disagrees with my argument is that for Victoria's secret it' normal to retouch their models, and it's not grave if it's just some little retouch because all brands in the field of beauty are using photoshop.

6. Why have you used the images and words you have selected?

I chose to use those images because they show that with a simple image of pizza you can do everything you want, that's why you don't have to trust all you can see on the internet. It show's that you can easily retouch girl models to make them looks like perfect.

7. What research have you done to underpin your argument?

During my research on this subject I was interested in a good way to explain my argument. Firstly on the form of the subject, I found that it could have more impact with something who is incredible, that's why I have chosen these images. Secondly I have searched a good company who can underpin easily my subject, that's why I have chosen Victoria's Secret

8. How strong do you think the evidence is to back up your argument?

I think that my argument is just one in a lot of argument against fake things on internet, but my argument is known to a lot of people because of the popularity of the Victoria's Secret brand. I think that based my argument on a popular scandal can give me the opportunity to explain more easily the situation and to give more importance to my argument.

9. What would you hope would happen after the audience has understood your message?

I hope that people who will have understood my message will be more prudent about what they see on the internet and also they will blame these type of practice when they will meet them. I hope that if a lot of people be together for fight against these type of practice, companies will use less these types of practice.

10. What models and theories will you be referring to in your reflective report?

I will be referring to the models and theories of CSR, shareholder and stakeholder