

What Does the World Offer Me?



1

“Do not conform yourselves to this age.”

Rm 12:2

5 A SUITABLE HELPER: MORALITY

1

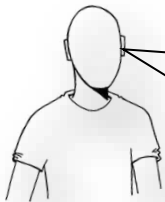
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“Do not conform yourselves to this age.”

Rm 12:2

1 We invite you to make a journey through the world, not to see new countries and customs, but to take a moment to take a break from all of the things that you usually rush through, without hardly even realizing: alarm clock, breakfast, school, classes, recess, activities, music, bus, friends, TV, **STOP!!** whatsapp, internet, etc. **STOP!!**



STOP!!

Am I truly aware of the things that I breathe in? Of what motivates my actions? Of what the world is offering me? I hope what happened to Pinocchio doesn't happen to me!!!

2 Look at the images from these advertisements:

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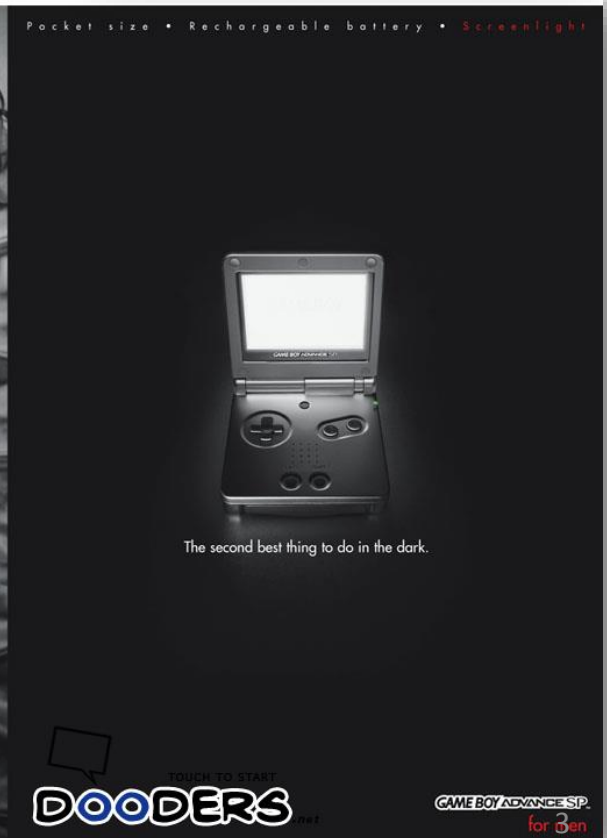
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2



3



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3 Can you determine what object is being advertised in each image? What is the relationship between the object and the advertisement?



Ad 1: _____

Ad 2: _____

Ad 3: _____

4 You can share your opinion about the meaning of the advertisements with your classmates. Keep the following concepts in mind as you analyze the advertisements:

Sexuality, desire, object,
consumption, body, unity,
power, man, woman, relationship.

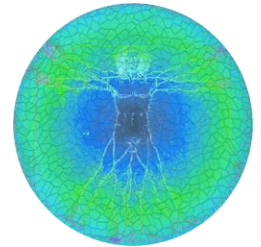


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5 Below are four images of our world. What do they make you think of?



Can you define the following concepts?

And relate them to the society that you live in?

Do this from the perspective of sexuality and the value of the person.

CONSUMERISTIC

UTILITARIAN

COMPETITIVE

DUALISTIC

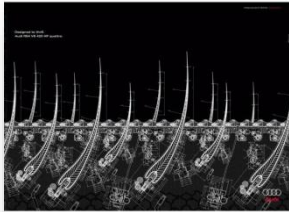
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6 Now, pay attention to these three commercials that we're going to watch:



http://www.youtube.com/watch?v=7H-K2Mu9_Ys



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

7 All three of these commercials are advertising a car...

Which commercial did you like the most?

Why would you buy it?
Explain your answer.

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Let's watch the commercials again. Now, focus on and write down the differences between the colors, music, landscape and message of each commercial.



Commercial 1:

Commercial 2:

8 Share your ideas with your classmates and reflect together on the "intentionality" of each commercial. Who are they aimed at?



9 Open your eyes! Learn to look with your reason, with your heart, with your whole person! Don't you think that sometimes you are an OBJECT of advertising, fashion, television, phone companies, or society in general?



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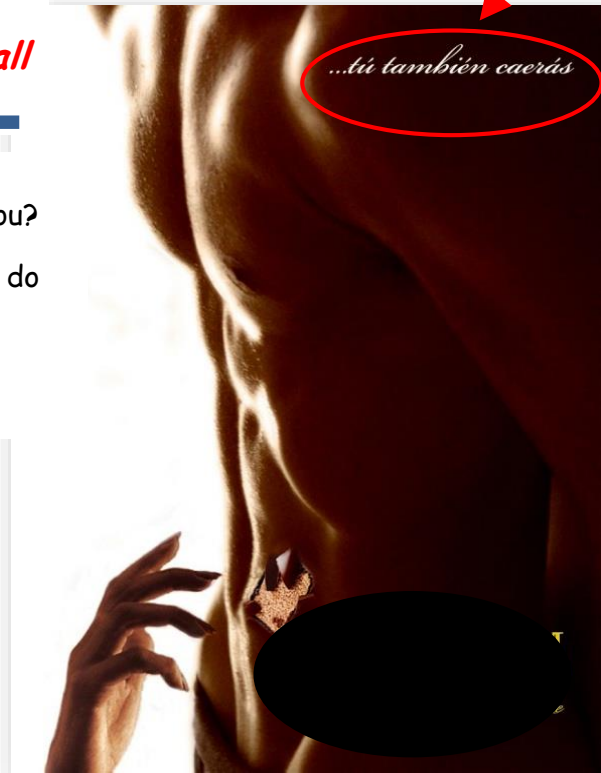
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10 Look at what this advertisement says: "...you, too, shall fall".

How does it make you feel when people try to deceive you? When they want to "manipulate" you?

Do you remember the story of Pinocchio? What do Pinocchio's friends offer him? Is it attractive? What happens to Pinocchio?

Make a brief reflection.....



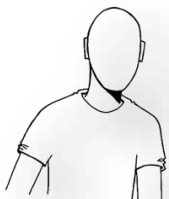
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Am I aware of the lyrics of the songs that I sing? Do I notice if how I dress says something about me to other people? Am I aware of the utility of the things that I buy, of how I look at and relate to my friends?



11 Do you think you're affected by the society you live in? How so?

Take some time and try to be concrete:



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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". Pencil and white chalk. Natalia Núñez.

ALWAYS GO IN SEARCH OF THE TRUTH!!



Detail from the Sistine Chapel. Michelangelo.