

The Uglies

By: Scott Westerfeld

Simar Bansi and Katharina Ludes

Preliminary Activity

1. Get into 4 groups
2. Critique Ad
 - a. Who is the target audience
 - b. What is the message?
 - c. What are they trying to hide?
3. Groups present Ad with critique

LANCÔME
PARIS

Now, Aura is our science.

NEW
TEINT MIRACLE

NATURAL LIGHT CREATOR FOUNDATION - BARE SKIN PERFECTION

Julia Roberts



PANTENE PRO-V



DARE
TO DO THE STYLE NOT THE DAMAGE

NEW

HEAT SHIELD COLLECTION

Now, help defend against heat damage up to 450°.

Experience the total treatment including
Heat Potion Serum.

HAIR SO HEALTHY IT SHINES™

Love these looks?

#WantThatHair @ Pantene

WORLD'S
NO. 1
HAIR CARE
BRAND

©2007 P&G, L.A.





bubbly



beauty

(contains no juice)

GLACÉAU
fruitwater.
sparkling zero calorie



watermelon punch

naturally flavored sparkling water beverage
sweetened with sucralose, a natural sweetener

introducing **fruitwater**, a new naturally flavored sparkling water beverage with zero calories and billions of bubbles. **fruitwater** is a tasty time-out for your perfectly imperfect life. **keep sparkling.**

0
CALORIES
PER BOTTLE



Fair & Lovely

Unbeatable Fairness+ even against some International Creams



*INSTANT FAIRNESS

*Based on Clinical study versus a fairness product from a popular cosmetic cream range in Dubai, Singapore and Japan respectively, as per independent research agency data published in 2013.

Plot Summary

- Protagonist: Tally Youngblood, age 16
- Setting: Futuristic society
- Pretty surgery
- Meets Shay
- Blackmailed into finding the *Smoke*
- Falls for an “Ugly”
- All “Uglies” are arrested

Age/grade Range

- Ages 12–16
- Grades 8–10

Appeal and Target Audience

- Teenage girls mainly
- Themes and issues teens face in contemporary society
- Relatable
 - Trying to change the way you look
 - Being judged by your appearance

Themes

- **Beauty/Narcissism:** Everyone is obsessed with beauty
 - “You’ve only seen pretty faces your whole life. Your parents, your teachers, everyone over sixteen. But you weren’t born expecting that kind of beauty in everyone all the time. You just got programmed into thinking anything else is ugly” (46).

“Beach Bodies” (in spoken word)

David Fasanya and Gabriel Barrałaga



Themes

- **Identity:** What is your real personality? Is being pretty worth giving up your individuality and freedom?
 - “So what if people look more alike now? It’s the only way to make people equal” (26).

Themes

- **Societal Status:** City is divided into different classes of people
 - Had surgery vs. waiting for surgery
 - Uglyville and New Pretty Town

Themes

- **Coming of Age:** Pretty surgery is a right of passage (ugly to adult)
 - "Yeah, I know what you mean. But that was all ugly stuff. Crazy love and jealousy and needing to rebel against the city. Every kid's like that. But you grow up, you know?"

"You grew up because of an operation?
Doesn't that strike you as weird?" (200)

Other Themes

- How does society define beauty?
- Does being the same mean everyone is equal?
- Pros and cons of technological advances?

Distopian Y.A. Fiction

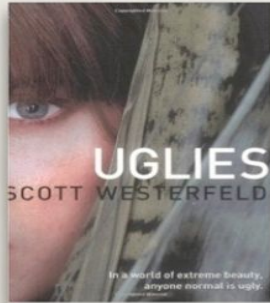
Vapidity
of pop
culture

The Young Adult Explosion: Romance!

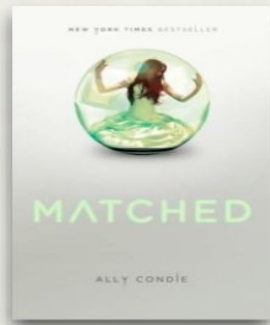
Inspirations: The vapidty of pop culture, 9/11, the War on Terror

Dystopic Traits: Romance, tough heroines, anti-conformist, written for a teen audience

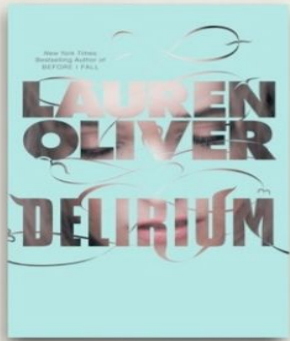
Gender Split: Women rate these books more highly than men



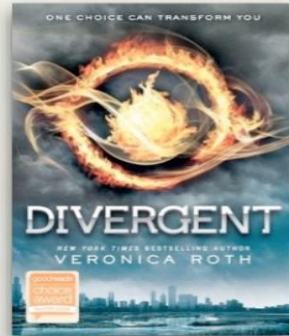
Uglies
Scott Westerfeld
2005



Matched
Ally Condie
2010



Delirium
Lauren Oliver
2011



Divergent
Veronica Roth
2011



The Hunger Games:

Dystopian Literature “exaggerates our modern context so that we can challenge it” (Wilkinson, 2010).

- Beauty Standards
- Body Image
- Over Consumptive Society

Merits:

- Easy to read
- Relatable to teens
- Connections to current events / pop culture
- Cross-curricular opportunities

Challenges:

- Map of city needed
- Frontloading themes / Language
- Relatable to Male students?

Follow Up Activity

Students will make Ads that could be in *The Uglies*

- Consider:
 - what is the message that society is trying to propagate
 - what would that society try to hide?
- Options:
 - The surgery
 - A product that can be used post-surgery

Other Activity Ideas

- Students could pair images with relevant quotes from the book
 - Create a collage