Chapter 10 Discussion Activity: Redefining Beauty Standards

Discussion Activity Due Dates

Assignment Component	Due Date
Questions 1-5	Saturday
Question 6 (Peer Response)	Sunday

Required Materials

🎬 **Ensure all videos are well captioned with good sentence structure.**

Video Assignment

Rihanna's Fenty Beauty: Redefining Beauty Standards with Inclusive Shades

Watch on YouTube: Rihanna's Fenty Beauty: Redefining Beauty Standards with Inclusive Shades

Reading Assignment

Fashion Focus: Fenty Beauty – Celebrating Diversity and Inclusiveness

Read the article in Chapter 13, page 313 of your textbook.

(A picture of the article is also located in the module)

Discussion Questions

Due Date: Saturday

Question 1

Explain why Fenty Beauty is considered a Diverse and Inclusive Beauty Line. Give specific reasons why it is inclusive.

(Refer to Chapter 13 of the textbook)

Question 2

Explain what Rihanna's quote means to you:

> “Makeup is for you to have fun with. It should never feel like pressure. It should never feel like a uniform.”

(Refer to the video and to Chapter 13 of the textbook)

Question 3

Visit Fenty on Instagram or YouTube. Describe how you feel the brand is represented. Are you drawn to the brand through their social media site? If yes or no, please describe in detail how the social media site made you feel about the brand.

(Refer to Instagram or YouTube)

Question 4

What other lines does Fenty include besides the makeup line?

(There are several additional lines – use Internet search and the Chapter 13 textbook article)

Question 5

How does Rihanna inspire and reach so many people through her Fenty Brand?

Peer Response Requirement

Due Date: Sunday

Question 6

Respond to **1 of your peer’s posts** and provide feedback on Question 1 as to why Fenty Beauty is considered Diverse and Inclusive.

Remember: Question 6 is a response to your peers, and engagement with your classmates should be present.

Word Count Requirement

This total activity should be a **minimum of 500 words** for full credit on this assignment (Questions 1-6).

Submission Guidelines

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Questions 1-5	Saturday
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Tips for Success

1. Watch the Fenty Beauty video and take notes on key points about diversity and inclusivity
2. Read the Fashion Focus article in Chapter 13, page 313
3. Visit Fenty's Instagram or YouTube before answering Question 3
4. Research Fenty's additional product lines for Question 4
5. Write thoughtful, detailed responses that meet the 500-word minimum
6. Return to the discussion board on Sunday to complete your peer response
7. Engage meaningfully with your classmate's response to Question 1