

## Responding and interacting

NARRATOR	Ash and Jordan have been discussing the complex issue of image rights... and are now joined by our expert.
PINK TIE MAN	OK, so let's say that you're a famous footballer or a movie star. Image rights are important; something to be protected. Why is the same not true of you or I, or anyone?
ASH	Because, for celebrities, controlling and protecting their image isn't just about making money. It's also about making sure their face isn't used to endorse or promote things without their permission. Perhaps things... things they wouldn't want to be associated with. That only happens if you're in the public eye.
JORDAN	Er... Image rights are important aren't they? I mean, if you're in the public eye.
PINK TIE MAN	What are those things on the side of your head? No, the other side.  Actually, they are on both sides. They're called your ears. You should use them.
TONY	For listening.
PINK TIE MAN	Yes, thank you, Tony. Try and make a different point, one that will move the discussion forward.
JORDAN	OK, so, look. The point about celebrity endorsements is a valid one... but in this day and age of social media, where literally everyone can project an image of themselves to the world via the internet... surely now it could be argued that we all need to protect ourselves.
PINK TIE MAN	An excellent point. OK, so let's consider a scenario. Let's say I want to post something online – a photograph.
TONY	A photograph? Who of?
PINK TIE MAN	Let's say it's a photograph of me, and, for argument's sake, of you, Tony.

# Bitesize

- TONY                      Was it taken at that barbeque last year? Because I was wearing, like, this really horrible shirt. Don't tag me. Bare grim.
- PINK TIE MAN           It's a hypothetical situation.
- TONY                      No, it was definitely a barbeque.
- Wait! Whoa, whoa, whoa, whoa, whoa! Yeah, use this old profile pic of me. I look well sick in this. You know what I mean? Yeah.
- There you go.
- PINK TIE MAN           You two can go.
- NARRATOR              Unlike Tony, Ash and Jordan avoided using inappropriate slang, raising their voice or interrupting. They listened to each other and respected alternative points of view. This allowed everyone to participate in the discussion, which, in turn, raised more interesting questions. They did a good job and can leave with their heads held high, unlike Tony.