

LIVING

Big Mac Attacks

Alice Donald writes from London

Two individuals are challenging McDonald's, a heavyweight in the world of fast food. As Gemini News Service reports, the "McLibel Two" are the first to defy the corporate giant in what has become Britain's longest running libel suit.



McDonald's as viewed by the McLibel Support Campaign

McDonald's health and safety record. One of those who cannot give evidence is Mark Hopkins, a 22-year-old worker electrocuted to death in 1992 when he touched an faulty fat-filtering unit in a branch in Manchester, in the north of England.

In a confidential report quoted in court, McDonald's safety officer admitted: "Safety is not seen as being important at store level."

McDonald's costs for the case are expected to run into millions. But since the defendants are penniless, the company cannot hope to receive money. McDonald's says it's only pursuing the case in order to stop others repeating the alleged libel.

The defendants have filed

a counterclaim against McDonald's for libel after the company circulated leaflets saying the case "is not about freedom of speech; it is about the right to stop people from telling lies."

After Coca Cola, McDonald's is arguably the best known brand name in the world — and the company spends \$1.4 billion a year on advertising to keep it that way. Alistair Fairgrieve, the company's UK Marketing Services Manager, said in court: "It is our objective to dominate the communica-

tions area... because we are competing for a share of the customer's mind."

But the trial has turned into a public relations disaster. Since the libel writs were first issued in 1990, damaging allegations about McDonald's ethics and the unhealthiness of its food have been circulated worldwide. Demonstrations have been held from the Czech Republic to the Philippines. The McLibel Support Campaign, which raises funds for witnesses' fares and other costs — has become adept at international publicity coups.

McDonald's has approached the defendants with an offer to settle the action, asking for an undertaking that they would not repeat the allegations. The offer was turned down.

Morris and Steel say they have nothing to lose and are not interested in any solution which does not vindicate their stand.

Their courtroom strategy is finalised each morning on the underground train to the Royal Courts of Justice. Their homes have turned into makeshift offices, where they scour the 40,000 pages of documents and witness statements amassed during the trial, which is expected to continue until June 1996.

McDonald's has in the past forced retractions or apologies from national media in Britain, including the BBC, Channel Four commercial television and The Guardian newspaper. The "McLibel Two" are the first to defy McDonald's writs. For them, it is not just the company, but the British libel laws, which are on trial.

"Thousands of people have pledged to continue to hand out leaflets critical of McDonald's," Dave Morris says. "The whole McDonald's effort has been about silencing critics and campaigners — and they have failed."

ALICE DONALD works for the BBC World Service.

Do Young Women Undermine Their Merits?

by Fayza Haq

IT is strange how our young ones, once in or past their adolescent days, tend to undermine their abilities and qualities and settle for the next best in life. In the process the youth is surrounded by waves of disappointment and heart break, as she is bound to have set her heart on winning or having one coveted post or item, which her hesitance and lack of confidence wrenches out of her grasp, for which she repents for quite some while — cribbing, moping and even sobbing. If the young woman is the demonstrative type and who does not limit her tears to the pillow or the confines of the bathroom solitude, away from the titter and gossip of others.

In this way a young woman Salma, with considerable writing ability, with good marks for a her creative work in the English composition classes was offered the post of the weekly magazine's editor. She was so taken a back with the over-whelming good opinion of the teachers at school and so little did she rate her own organising ability that she rushed in to the headmistress's room the next morning, explaining that she felt that she did not quite deserve the job and that it would be difficult for her to maintain her high grades and carry on the extra curricular work of running the school magazine. Of course, later, when she saw a lesser qualified colleague of hers doing the job of editing with success, she cursed the day she made the rash judgement of underrating her own talents. "I must learn the philosophy of auto-suggestion that Bhajan talks about," she muttered to herself, blue in the

gills with humiliation for not having assessed the situation better.

LACK OF INITIATIVE

Another undergraduate called Tehmina was told that she could easily combine two years and take the series of papers at one go, as she had studied for a foreign course at high school and need not take the intermediate examination one batch of papers at a time. Instead of relying on the judgement of her lecturers at the college and even her old teachers and well wishers at the old school, she plodded through the routine two years, only later repenting her lack of initiative and pride in herself. "Why was I such an awful coward?" she repeatedly asked herself at the University level. "Why did I have to think that there were lions waiting to attack me in the Board examination, just because I had not studied mathematics and Urdu at a higher level before."

Yet another silly young thing, Rakhshi, in her late teens, on completing her college studies, was offered the engagement ring by a very nice family, who had a fine young son to pair off with her. Depressed with her college results, she felt that she was not the same person any more — not after the rotten marks for the BA final examinations. "Perhaps, and most probably I'm just not good enough to be a good wife. I'll fumble and flounder even in marriage and how people will scoff then — specially those catty girls in class who got the distinctions which I wanted ever so badly for admission abroad!" Naturally the other party had no idea as to

why the young lady dithered and shied off the engagement and termed her as downright snobbish and even silly for thinking she had better things in life than be attached to a nice young man.

NAGGING FEAR

Similarly a young career girl, Samina, had her evening off and so decided to learn languages. She however gave up her French and Arabic courses after a stint of four months — having learnt very little in the interim period, lost the money in admission and books and even having done away with a lot of her plumb and flamboyance in the business of giving up her language classes. She felt that running up and down to the classes after office tired her out and so her office work suffered in the consequence. Her teachers did not feel that but she had the nagging fear of lagging behind the others later on "If is better to drop off the race now before people get to know me," she consoled herself. Yet when she met a friend of hers who had studied with her at school and college and had acquired a superb command not only over French, but had managed to understand Spanish and Italian as well, how this same young woman got annoyed with herself for not having had greater trust in her own abilities. "Had I stuck to my evening classes I would surely have picked up something by now," she reproached herself sadly.

HOMESICKNESS

A parallel situation faced another diffident University student Farzana. She wanted

to do her M A in English after her Honours. Yet the prospect of staying for another year at the campus hostel and living off "Daal and Bhat" put her off. "I'll never last through a month, leave alone a year. If I have to struggle at the degree away from home," she commented then and put off studying English. Today she must accept a lesser salary than some of her colleagues because she stopped short before her Masters. And to think she lack courage and confidence despite her first class marks in her Honours results — it is almost incredible young our girls can have such a poor opinion of themselves and have late work against their own interest. Today this same Shireen has gained enough pluck, by teaching for two years, and feels that she can put in the necessary efforts for the final English examination after all and is even saving to go abroad to qualify and possibly do research work, if she is given a chance.

Often our girls are not given the importance at home to believe that they can do all the "great things" they want in life. This is often a fault of their own as they seldom discuss their emotional and psychological problems with their elders and are blinded by one failing or another. These young things go through life appearing to be to superby confident, hiding their sensitive minds and feelings, and feeling it cowardly to make known their hesitations and the causes for these hesitations. If only our girls could come out of their shells, which they create themselves, the business of winning laurels and approvals would be so much smoother.

Shape Your Hips and Thighs

by Jim Everroad and Lonna Mosow

1. First, stand with your feet about three feet apart and knees at ease (straight but not locked). Have arms straight over-head, palms toward ceiling with fingers in-

terlocked. Stretch upward, keeping heels on ground but most of your weight on balls of feet. Then, with upper body, do a free-flowing fall forward and down while bending knees. Reach back through the legs as far as possible (pictured). Immediately swing upper body up to starting position. Avoid arching the back.

2. Stand with feet three feet apart, knees at ease. Bend deeply forward at the waist, letting head and upper body hang down. Stay relaxed in upper body with no stress in your back. Stretch arms sideward, parallel to floor. Now rotate your shoulders and reaching to the right with the left hand, try to touch the floor on the right, side of your right foot (pictured). Immediately return to the starting position and repeat with right shoulder and hand moving to the left. Do repeats rapidly.

3. Stand behind and close to a chair. Place both hands on top of chair's back but avoid leaning on it. Spread legs wide (more than three feet), knees and toes pointed directly out to sides. Bend knees and lower body as far as possible (pictured), then return to starting position. Imagine a wall close in front of you. Avoid scraping wall with knees, head and chest as you do the exercise.

4. Stay down as low as possible without returning to starting position after exercise 3, remembering the wall. "Slide" your hips and upper body to the left without moving either foot, increasing the bend in left knee until your right knee is straight and locked, and most of your weight is on left foot (pictured).

Remain low and immediately slide back to the right until the left leg is straight with knee locked. Move continuously, with no pause, until you have finished repetitions.

5. Stay close to the chair. Using it for balance only stand straight, feet together knees at ease, heels on floor weight on balls of feet. Kick one leg sideways, keeping the foot flat, and knee and toes pointed forward (pictured). Avoid letting upper body lean in either direction or scraping the "wall" with knee or thigh. Kick as high as possible. While keeping toes pointed forward do rapid repeats without pausing at starting position. Do the same with other leg.

6. Stand facing side of chair, two or three feet away. Bend forward at waist and grip the front of chair seat with one hand, keeping elbow straight, shoulder over the hand. Place other forearm on top of chair's back.



Rest enough body weight on chair so you feel no stress on lower back. Keep foot of one leg flat and kick that leg back up and as high as possible (pictured) while avoiding letting your hip turn upward/outward. Immediately return leg to starting position and do rapid repeats without pausing. Do the same with other leg.



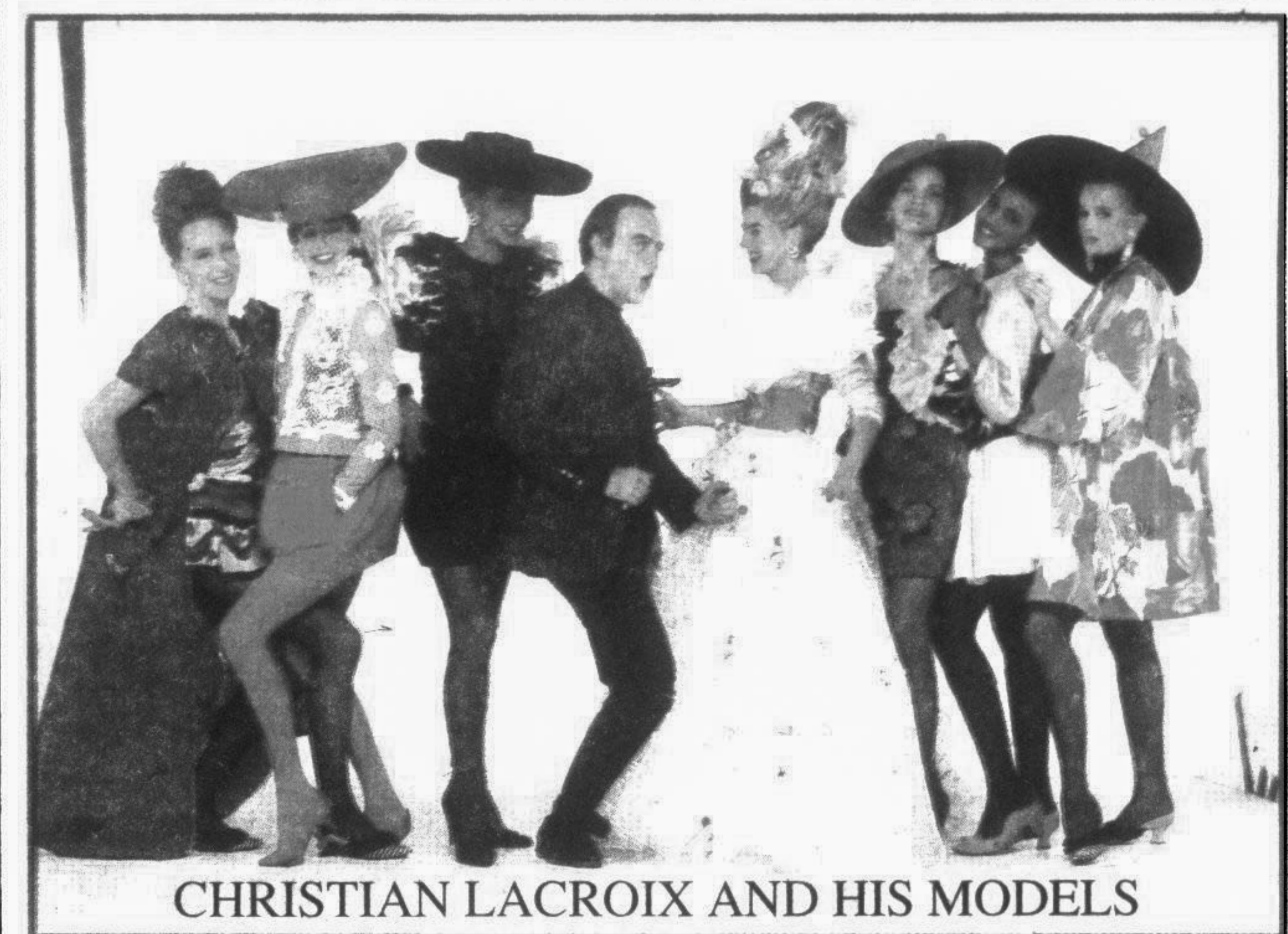
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close to chest, trying to hold your balance on one foot. Grab ankle or instep and pull it tight. Keeping ankle in tight, move knee downward until it is pointed directly toward the floor. Lean forward and pull leg up as high as possible in back (pictured). At the same time, push ankle hard against your hand and straighten knee as much as possible. Try to maintain your balance on one foot, using chair only to help balance.



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CHRISTIAN LACROIX AND HIS MODELS

Christian Lacroix has been the latest to win admission to the inner circle of masters of French High Fashion. One doesn't elect oneself to that coterie; one joins the most prestigious of French designers only on meeting the very highest standards. Lacroix, a native of southern France whose pet loves are the sun, opera and bullfighting, has enjoyed a faultless career. For six years he enhanced the reputation of the Jean Patou house as its chief designer. In 1987 he decided to open his own house with the financial

backing of Bernard Arnault, who already owned Dior. Now counting among the 22 French designers entitled to use the High Fashion label, Lacroix sums up his work in three words that could also stand as his trademark: "Extravagance, up-to-dateness and seduction." Those words could equally apply to his top model, Marie Seznec. One revealing detail about Lacroix is that he is a master of the unexpected. That goes down equally well with the critics who applaud him and the public which reveres him.

Massage

by Blossom Kochhar

MASSAGE is a very important part of skincare. Throughout history, beautiful women have recognized the beneficial effects of a regular facial massage. When applying moisturiser in the morning or conditioner at night, take a little extra time to turn your beauty routine into a therapeutic massage treatment which will make you feel good, both mentally and physically.

Massage helps keep skin pores healthy and increases the action of the excretory glands, actually helping your skin to cleanse itself. Massage arouses tissues, perks up every little cell, and creates a tingling feeling of well-being. As well as improving the circulation, correct massage relieves nervous tension by

relaxing and so eases out fine lines. It also strengthens face and throat muscles and removes scaly, dead skin, leaving the skin smooth, firm and glowing.

In order to massage correctly, it helps to know a little about the facial muscles. The diagram below shows the structure of the neck and face-muscles and the direction of the main muscle flow.

Most muscles flow in a general upward and outward direction which is why you should apply most face-creams in this way. It is important to massage in the direction that the muscles flow. Incorrect movements can pull muscles and cause them to sag. Be particularly careful to use a delicate movement near the eyes, where it is easy to stretch the skin and cause bagginess.

Facial Massage

• Massage for about 5 to 10 minutes daily or 20 minutes once a week.

Using plenty of cream, start at the base of your throat. Massage from collar bone to chin tip and jaw bone one hand following the other in deep stroking movements. Do each movement 10 times.

• Using your index finger and thumb, pinch or stroke from your chin to the edge of your jawbone and back several times.

• Slap up under the chin with the backs of your hand. This helps circulation and reduces a double chin.

• Move on to treat your cheek muscles by working from your chin up across your cheeks to your temples with an upward and outward circling movement of your fingertips.

• Puff out cheeks. Pat with fingertips along the laugh line, from the corners of the mouth up to the nose. Massage your nose with small circular movements moving from the bridge of your nose to the nose tip.

from outer corners to inner corners and out over the eyelids. Using the second and third fingers sweep lightly out around your eyes in a gentle stroking movement from the bridge of your nose around to your temples, following the bone of your eye outside.

• Play the piano with quick little taps of your fingertips, moving from inner corners to outer corners, concentrating on little crows-feet at outside corners.

• To relieve tension, pinch your eyebrows, working from the bridge of your nose outwards. Make small circle at the temples.

• Using a brisk scissor movement of the first and second fingers, dance the tips horizontally up and over your forehead, starting at the centre and finishing at your temples. Using your ring and middle finger stroke up between the eyes and over the forehead finishing at your temples.

Are You a "Trapped" Housewife?

by Norman Lobsenz and Clark W Blackburn

WHAT — or who — traps the housewife? Is it the man, outmodedly authoritarian, who considers her in effect a "possession," limited in what she can and cannot do? Or is the trap — real or imagined — sprung by the woman herself?

Whatever the answers, the "trapped" feeling is real for many wives. The woman with young children, living in a community distant from close friends or relatives, without enough money to afford a regular baby-sitter, is so overwhelmed by the duties of being wife and mother that she spends her day virtually isolated from the outside adult world. She may be effectively imprisoned in her own neighborhood if mass transportation isn't available and her husband uses the car for work.

Other wives feel trapped because their husbands are frequently away on business. The wife of a sales executive complained that her husband traveled more than half the year. Whereupon the suburbia-based wife of a young businessman retorted: "At least when yours is home, you have him! Mine leaves every day at 7 am, gets back at 7:30 p.m., brings home work to do after dinner, and falls in bed exhausted at midnight. He's there, all right, but he might just as well not be for all I get of him!"

For still others, life suddenly seems sterile. Today's young woman is educated to be competitive and independent, to use her mind and to strive for achievement. Yet when she marries, this same girl is expected to become a noncompetitive housewife and mother who derives her principal pleasures from these roles. Many women protest that their minds are atrophying, that they did not need a college or business education to scrub floors, wash dishes and change diapers. There is a yearning for something more — and guilt over not feeling fulfilled. "I ought to be happy, these women say. What's wrong with me that I am not? If more of them could,

admit this dissatisfaction without feeling guilty, they might be freer to explore other interests. But often the disillusionment and consequent guilt are projected into jealousy of the husband's freedom to come and go, of the allegedly "interesting" days he has, of his chance to move ahead while the wife is stuck in a rut. "One third or more of our cases," one marriage-counseling agency reports, "have at their core the wife's boredom, her seldom-fulfilled hopes of being entertained in the evening by a husband who she believes has had an exciting day."

The fact is that the overwhelming majority of men have not had an exciting day, but a day of hard work, problems, tension and worries. They are too physically and emotionally exhausted to play the role of courting gallants. Rather, they would like to be catered to by a wife who, in turn, thinks, has been having a peaceful day at home while they've been out doing the hard work of earning a living.

Communication is vital. A woman has to feel sufficiently secure to talk openly to her husband about feeling trapped. And there is much that a husband can do. Most important is to understand what his wife is really saying, to be interested in what she does each day for him, his home, his children. This automatically makes a wife's routine task and triumphs more interesting to her. One woman said "You don't feel useful if the only time a man notices a housekeeping detail is when you forget to do it." Similarly, a husband can encourage his wife's individuality by learning enough about her interests and hobbies to discuss them with her.

Men are neither mind readers nor as emotionally intuitive as women. "If he loved me, he would know how I feel" is nonsense. The way out of the trap begins when a wife can clarify her feelings for her husband so that he can help her.

Courtesy "How To Stay Married"