

Jeans & Genes vocabulary

Advertising campaign – A series of messages created to promote a product, brand, or idea.

Brand ambassador – A celebrity or influencer chosen to represent and promote a company's products.

Consumer – A person who buys and uses goods or services.

Controversy – A public disagreement or heated debate about an issue.

Craniography – The outdated practice of measuring skulls to claim differences in intelligence or worth between groups of people; linked to eugenics and racism.

DNA – The molecule that carries genetic information in living organisms.

Data breach – When private or sensitive information is stolen or exposed without permission.

Denim – A strong cotton fabric, often blue, used to make jeans.

Double helix – The twisted ladder shape of DNA discovered in 1953.

Eugenics – A now-discredited movement that aimed to improve society by controlling who could reproduce, based on ideas of "superior" and "inferior" genes.

Fashion symbol – Clothing or accessories that represent an idea, movement, or lifestyle (e.g., jeans as rebellion).

Genes – Units of heredity in DNA that determine traits such as eye color, height, or hair color.

Good genes – A phrase suggesting that beauty, health, or talent is inherited; often controversial in ads.

Heritage testing – A type of DNA test that shows where a person's ancestors came from.

Homonym – A word that sounds the same as another word but has a different meaning (e.g., jeans / genes).

Identity – The qualities, beliefs, or characteristics that make a person or group unique.

Jeans – Durable trousers usually made of denim, first designed as work clothes and later a global fashion item.

Pun – A joke or play on words that uses double meanings or similar sounds.

Rivets – Small metal fasteners used to strengthen jeans at stress points.

Stereotype – A fixed idea about people or groups, often oversimplified or unfair (e.g., linking “good genes” with certain beauty standards).

Symbolism – The use of objects, images, or ideas to represent larger meanings.