



Name:

How can images be manipulated?

The final images you see in professional media are the result of several decisions made by producers before and after a photograph is taken.

Watch the 'Dove: Evolution' film. Write down all the different decisions you notice being made below.

1.1 What decisions were made before the photos were taken?

Hair is blow-dried

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

1.2 What decisions were made after the photos were taken?

Teeth whitened

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....





Name:

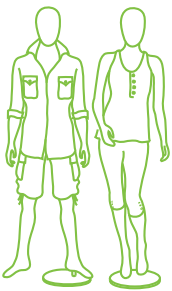
Can you decode media messages?

Is it fair to compare?

Choose one or two examples. For each example:

- What message is the media conveying about appearance ideals?
- Why is it not fair to compare with this?

a You pass this shop window showing 'ideal' looking mannequins:



What message is this trying to get across?

If you buy these clothes, you'll look 'perfect' like these mannequins.

It's not fair to compare to this because...

Most mannequins are an unrealistic body shape and size.

b You read a magazine headline:



What message is this trying to get across?

It's not fair to compare to this because...

c You watch the latest video from your favourite artist:



What message is this trying to get across?

It's not fair to compare to this because...



Name:

d Your friend uploads a retouched selfie:



What message is this trying to get across?

It's not fair to compare to this because...

e You read this Tweet from a celebrity website:



What message is this trying to get across?

It's not fair to compare to this because...

f You're playing a video game and meet one of these 'ideal' looking heroes:



What message is this trying to get across?

It's not fair to compare to this because...



Name:

Extension sheet

Can you decode messages in advertising?

Think of an advertisement you've seen recently.

How did that advert work to encourage you to buy that specific product?

The advert I'm thinking of:

Promise:

What does this advert promise? How do they use images and words to do this?



Feelings:

What do people think and feel after seeing the advert?



Actions:

What do people do after seeing the advert?



Results:

Do you think the product will live up to its promises?



Fix:

How might people try and 'fix' the feelings they are left with?

Challenge media messages that promote appearance ideals!





Name:

Going further

Media messages: main messages to remember

Images of people in the media, such as in advertising, entertainment and social media, are often manipulated and drastically altered to reflect current appearance ideals.

Appearance ideals are based on opinion, not fact, and are changing all the time. This makes them unrealistic and actually impossible for most people to live up to.

You can challenge media messages by changing the media (like words, pictures and films) you consume and create. Be true to yourself and your friends and publish what's real.



In what ways could you take action to challenge messages and images in media that promote appearance ideals? Record your answers below.

Taking action for yourself

What I did:

.....

How I felt:

.....

Taking action for others

What I did:

.....

How I felt:

.....



Things you could do:

Choose one brand or media outlet (magazine, website) that promotes appearance ideals and email or tweet them to challenge how they use manipulated images in their advertising or editorial.

Look carefully at your own recent posts on social media and reflect on the person you are 'creating' through your self-publishing. Is it a true reflection of you and your life? Or are you reflecting the media messages that are found in professional media?

Celebrate your individuality and the diversity of the people you know.

Aim to be the best you can be – you are one of a kind!

