

Name: \_\_\_\_\_

# Media messages



## What is the impact of media messages?



You pass by an advertisement of very fit models posing for a gym



Your friend posts a selfie that is highly-edited



You see a headline about a celebrity



You start a new video game that allows you to create your "perfect" character

## Choose one or two examples. For each example, figure out:

- What message is the media trying to convey about appearance ideals?
- Why is it harmful to compare yourself with the appearance ideal that is being portrayed?
- How do you think someone who sees this advertisement might feel?



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# Going further



## Appearance ideals: 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:

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How I felt:

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### Taking action for others

What I did:

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How I felt:

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### 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?