



Women and Gender
Equality Canada

Femmes et Égalité
des genres Canada



Confident Me | Session 1 of 5

Media Messages

**School
workshop
for body
confidence**

What have we learned?

About appearance ideals:

- Pressure to look a certain way comes from the world around us
- Trying to match appearance ideals has negative consequences for our time, money and feelings
- We can value things about ourselves and others that aren't about appearance
- We can resist appearance ideals and pressures

What are we learning today?

- What do we mean by media?
- How can images be manipulated?
- How are appearance ideals used in marketing/advertising?
- What is the impact of media messages?

Remember our group agreement

- Ask questions
- Listen when others are talking
 - Respect differences
 - Keep it confidential
- Contribute as much as you are comfortable with
 - Anything else?

What do we mean by media?

Professional Media:

Advertisements that are paid for by businesses and communicated through channels

Personal & Social Media:

Images, messages and videos produced by you and people you interact with

Influencers:

People who fall within a gray area between personal and professional media



How can images be manipulated?



selfie [sei-fee] *n. (informal)*
a photograph that one has taken of oneself



How can images be manipulated?



Discussion

1. How did this person change their appearance before taking the selfie? What techniques did they use? How was the image changed after the image was taken?
2. Think about how the posted selfie has been changed from reality. How do you think going through this editing process might make the person in this video feel?
3. What do you think someone who sees the final posted selfie would think or feel?
4. Who benefits from the appearance ideal that is created when people make these kinds of selfie posts?

How are appearance ideals used in advertising/marketing?

Questions to discuss

- What is being sold in this advertisement?
- Why are they using a person who looks like this?
- Why might this image have been manipulated to make them look more “ideal”?



What is the impact of media messages?



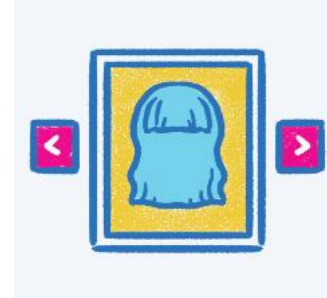
You pass by an advertisement of very fit models posing for a gym



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

What will you do to be a body confidence champion?



What have we learned today?

It may be harmful to compare real people to manipulated images

Images of people that we see in all types of media are not always real (they may be manipulated)

We can think critically about media messages and take action to reduce their impacts

It is unfair to compare ourselves to the media

Congratulations!

We just finished the second of five sessions in the **Confident Me** Program! Now you can take what you just learned and do your best to be a Body Confidence Champion!

Join a network of Body Confidence Champions across Canada!
plancanada.ca/powerwithin



Want to connect with other changemakers and learn how to take action on the issues that matter most to you? Scan the QR code to join Plan Canada's Youth Hub!