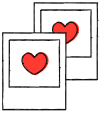


How can images be manipulated?



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



Examine the images of the model in the video. Write down all the different decisions you notice being made below.

1.1

What decisions were made before the photos were taken?

Hair was blow-dried.

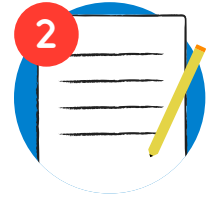
1.2

What decisions were made after the photos were taken?

Blemishes were erased.



Setting my media SMART goal



Be sure to make your goal SMART.

Because media is everywhere, there isn't a lot that we can control about it. But we can control how we let those messages influence us. Write a SMART goal committed to changing the way that media messages influence you and your attitude about your appearance.

SMART checker:

SExplain how your goal is **specific**

(clear)

MExplain how you know your goal is **measurable**

(met)

AExplain how your goal is **attainable**

(within reach)

RExplain how your goal is **realistic**

(with effort but possible)

TExplain the **time** conditions of your goal

(when)



Extension activity



Can you decode messages in advertising?

Think of an advertisement you've seen recently.

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

The advertisement I'm thinking of: _____

Promise

What does this ad promise? How does it use images and words to do this?



Feelings

What do people think and feel after seeing the ad?



Actions

What do people think and how do they feel after seeing the ad?



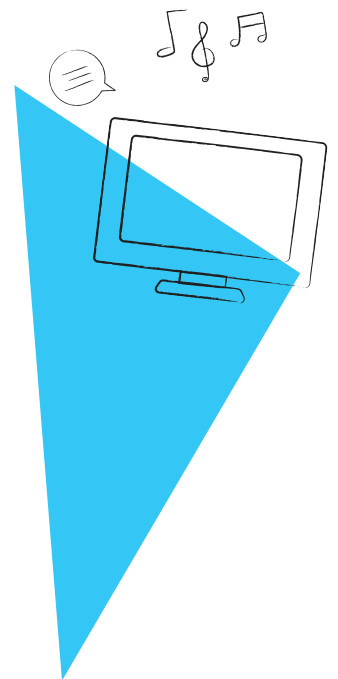
Results

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!



Going further

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



Taking action for yourself

What I did:

How I felt:

Things you could do

Choose one brand or media outlet (magazine, website) that promotes appearance ideals, and challenge how it uses manipulated images in its advertising or editorial via email or Twitter.

Look carefully at your own recent posts on social media and reflect on the person you are “creating” through 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?

Taking action for others

What I did:

How I felt:

Media Messages: Main messages to remember

- Images of people in 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 change all the time. This makes them unrealistic and actually impossible for most people to live up to.
- You can challenge media messages by creating your own media (such as blogs, photos and videos) for you and your friends to consume and collaborate on. Be true to yourself and your friends, and publish what’s real.

