## Confident Me

School Lesson for Body Confidence

### Lesson Guide for Teachers

Lesson Two: Media Messages



## Learning outcomes

### In this lesson students will:

- Develop media literacy skills by exploring how images and messages, from advertising to movies and social media, are often manipulations of the truth.
- **Understand** that it is pointless to compare themselves to images in media because the images often promote appearance ideals in order to sell people products and services.
- Set a goal to challenge and reject media images and messages that promote appearance ideals.

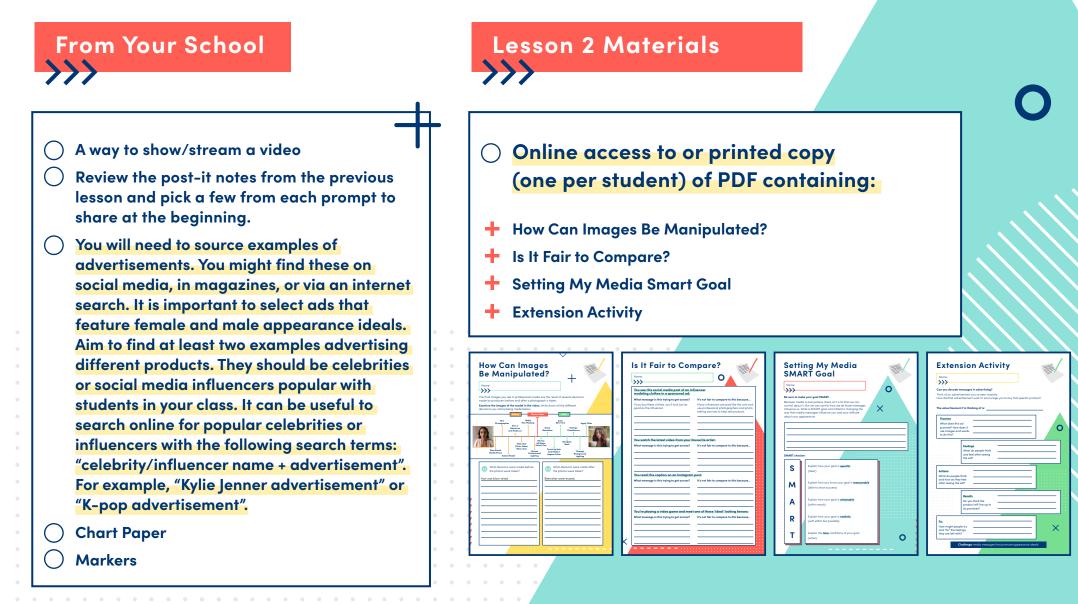
### End-of-lesson assessment:

Students will practice setting a SMART goal related to addressing social media messages.



### Preparation

Lesson Two: Resources and Materials Needed



PREPARATION

3

Lesson Overview - 👀 50 mins						
₽	age 6	Introducing Media Messages   10 mins + What have we learned? + What are we learning today? + What do we mean by media? + How can images be manipulated?				
Po	age 12	<ul> <li>Impact of Media Message   25 mins</li> <li>Why is media often created in this way?</li> <li>How would it feel to have your image manipulated?</li> <li>Is it fair to compare?</li> <li>What is the impact of messages and images on social media?</li> <li>How can we remix our responses to media messages?</li> </ul>				
Pa	ıge 18	Goal Setting to Champion Body Confidence   10 mins + Set a personal goal				
Pa	ge 20	Plenary       5 mins         + What have we learned today?         + Congratulations!         + Extension Activity- Taking Action to Challenge Media Messages				
$\sim\sim\sim$						

### How To Use This Guide

#### **Suggested Time Allocation**

This is the amount of time generally recommended for students, to achieve learning outcomes and improve body confidence. This may be adapted to suit the needs of your class.



#### **Lesson Learning Objectives**

Students should achieve these objectives by the end of each section

#### **Presentation**

These are visual cues and learning objectives to help you facilitate the lesson effectively.



By the end of this activity, students will understand the concepts of body confidence and appearance ideals.

#### Presentation



APPEARANCE IDEALS

#### **Teacher Actions** Welcome students to the program.

Say:

We are going to discuss a variety of topics related to body confidence.

Explain the lesson agreements will help create a supportive, nonjudgmental environment.

It is worth taking time to ensure these agreements feel collaborative and, if necessary, to adjust them to suit the needs of your class.

#### Ask:

Does anyone have any other agreements to add?

Ask students (verbally or using technology, like clicker devices):

#### **Teacher Actions**

Bullet points highlight important questions to ask students to ensure key concepts are addressed with optimum impact on body confidence.

Text in ITALICS indicates directions for the Teacher.

<u>Underlined text</u> is what the Teacher should say.

5

#### **Teacher Notes**

Students will understand the lesson agreements and feel comfortable being active participants. If you have already established lesson or classroom agreements, you may skip this piece.

#### Teacher Notes

This quick informal assessment will give you a good idea of how many students are already familiar with the term and whether they have methods to improve their body confidence.

#### **Desired Responses**

Body confidence is feeling comfortable with your appearance and accepting your body for how it lo

#### **Notes/Desired Responses**

CO Possible answers to look for from students, but also offers ideas for guiding their responses as they develop their understanding of key concepts and improve their body confidence.

## **Introducing Media Messages**



By the end of this activity, students will develop media literacy skills by exploring how images and messages in professional media often manipulate reality.

#### **Presentation**

#### **Teacher Actions**



Welcome students to the 'Media Messages' workshop. Briefly remind students that the lesson series aims to help them to explore more helpful ways to manage appearance pressures and build body confidence.



#### What Have we Learned?

Read a few of the post-it notes from the previous lesson aloud to remind students of the previous lessons' topics. Invite students to share what they learned in that lesson.





#### **Teacher Actions**

#### What are We Learning Today?

Briefly explain the areas of focus for today's lesson.

#### Share:

- + What are media messages?
- + Purpose of media messages
- + Manipulation of media messages
- + Remixing responses

#### **Review Classroom Agreements:**

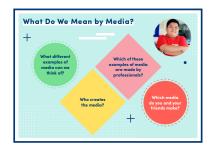
- + Respect differences
- + Choose level of participation based on comfort level
- + Delay distractions
- + Right to Pass

Add any other agreements your classes added.

#### **Teacher Notes**

Remind students of the classroom agreements to help create a supportive, non-judgemental environment throughout the five-lesson program.

Continued >



#### **Teacher Actions**

Create a 'reply chain': ask each student to call out one example of media in turn, working around the classroom with no repetitions. How far around the class can you get? Play the animation.



02

03

### What different examples of media can we think of?

**Who creates the media?** Record students' ideas on a board.

Which of these examples of media are made by professionals?



Which media do you and your friends make?

#### Desired Responses

Examples of media include films, TV programmes, music videos, ads, social media apps and sites, magazines, billboards, computer games, selfies, videos, comments on social media, and blog posts.

Professionals such as companies selling products; television, film, and music producers; gaming companies.

Influencers looking to gain more followers and/or sell a product to make money.

••• Friends, family, and ourselves who post content on social media sites and websites.

#### **Teacher Notes**

It's important that students recognise media is created not only by big companies and brands but also by influencers, peers, and ourselves.



#### **Teacher Actions**

Explain that we will look at the media in more detail.

#### Say:

01

We will start by exploring how images and messages in the media can be a source of appearance pressures.

Ask the class the following two questions and invite a few responses.

What do you think the word 'manipulation' means?

How are images of people in the media manipulated or changed?

Handout or share access to How can Images be Manipulated?

Assign each group at least 1 of the questions to answer while watching the video.

#### Say:

We are going to watch a brief video called "A Selfie". As the video plays, go ahead and answer the question on the handout assigned to your group. We will watch the video twice so you can answer the questions.

#### **Desired Responses**

01

To edit or change something, such as a person's appearance in media.

**02** General responses such as airbrushing, using filters and photo editing apps, lighting, make-up, choosing one photo out of hundreds taken.

Continued >

\*\*\*\*



#### **Teacher Actions**

#### Play 'A Selfie'.

Play the film a second time. Give groups a few minutes to discuss the answers to their assigned question and then have each group share their answers. Encourage other groups to jot notes and thoughts on the handout related to the other questions.

What did you find surprising, unreal, or unlikeable about what you saw in the film?

List all the actions that you think took place BEFORE the photo was taken.

List all the actions that took place 03 AFTER the photo was taken and before it was posted.

Why do you think the image was created in this way? Who benefits from this social media post?

#### **Desired Responses**

02

Surprised that there are so many people involved; surprised how much she was edited prior to the edits being made; unlikeable because the comment under the image is dishonest.

Special location chosen; make-up done and retouched; hair styled; professional lighting installed; careful selection of props; clothes chosen by a stylist; creative direction of the shot.

Neck elongated; filters applied; hair made fuller; 03 jawline sharpened; cheekbones enhanced.

It could be to sell products, advertise the café, increase her following on social media, and/ or gain likes and comments. The girl being 04 photographed benefits from the image, as do the companies or brands she may be promoting through her social media account.

#### **Teacher Notes**

Help students realise how much work there was before and after to achieve this look and image.

Continued >

### 01

02

04



#### **Teacher Actions**

How do you think the image makesthe girl who likes the post at the end of the film feel?

Think about how the image of the
 influencer has been changed from
 reality. How does seeing these changes
 make you feel?

Next, ask students as a class:



Why do you think it is unrealistic or unfair to compare the way you or your friends look to manipulated images of people you see on social media and in mass media like television, films, and magazines?

Students may go back to their original seats since they will be working independently in the next activity.

#### Desired Responses

07

It makes them feel sad, unworthy, or not good enough. They might feel bad or start thinking about how they look different from what they see on social media because they are comparing themselves to these images.

Feelings of surprise and outrage at the thought of being tricked and misled. Now we know that images are manipulated, this also makes us feel bad – we feel deceived and realise that what we are striving for is unachievable.

Most people are not models or paid influencers and do not have make-up artists, hair stylists, or professional photo editing to change the way they look.

## Impact Of Media Messages



By the end of this activity, students will understand that it is pointless to compare themselves to media images, because the images often promote appearance ideals in order to sell us products and services.

#### Presentation



### **Teacher Actions**

#### Say:

04

We are now going to consider the messages that often accompany these images. Remember that an external influence is one that is outside of you and is usually brought to you by a person or actions outside of yourself. It can sometimes impact our behaviours.

Show the advertisements you sourced alongside this slide. Rapidly guide students collectively through the key questions for each example advertisement, encouraging a whole-class response.

#### What is being sold in this advertisement?

- Who are they using to sell it?
- Why are they using a person who looks like this?

Why would they manipulate a picture of this person to make them look more ideal in this ad?

#### **Teacher Notes**

Student responses for questions 1-3 will depend on the ads you select.

#### Desired Responses

Advertisers want people to compare their own looks or lives to the ones they see in the advertisement. They imply that by buying that product, people can get closer to matching appearance ideals and being like the people in ads, even though this is unrealistic and unfair because most images are manipulated.

Companies and influencers are looking to gain more followers and/or sell a product to make money.



#### **Teacher Actions**

Explain that we are going to explore the messages behind ads in further detail.

Facilitate a class discussion using one of the ads you selected.



What does the ad promise?



What feelings does the ad evoke?

What actions might people take after seeing the ad?



03

What are the results of these actions?



How might people respond to fix or try to improve on the results?

Repeat these questions for the second ad you selected.

#### **Teacher Notes**

Guide students in generating these answers for themselves, but they may need some support in articulating these points.

The question related to feelings is really important: this is the response advertisers want to generate and it's these feelings that provoke the action of buying the product.

You may want to assign the 'Extension sheet' with accelerated students, or set it as an independent follow-up task.



#### Desired Responses



The advertisement promotes appearance ideals and/or an ideal lifestyle and connects this with using the product. It suggests that buying the product will make you a better person in some way, such as becoming more attractive or popular. Advertising promotes the idea that people will like you more and you will be happier if you buy their product.



People feel dissatisfied and want to make changes so that they look more like what they see in the ad. They are inspired and hopeful that the product will help them get closer to matching appearance ideals and achieving the ideal lifestyle, just like what they see in the advert.



They purchase the product, hoping it will make them become more like what they see.



Even though the product appears to work, it doesn't produce the desired change in look or lifestyle. This leads to disappointment and feelings of failure.



People look for another product that promises a better solution and the cycle continues.



#### **Teacher Actions**

Explain that people aren't exposed to messages about appearance ideals only through professional media but through all different types of media.

Play the short animation on Slide 7 and facilitate a brief class discussion.

#### Say:

01

Where do you see appearance ideals in the media throughout the day?

How many times a day do you see or read something that promotes the need to match appearance ideals? Is it 10 times a day? A hundred? A thousand?

How does the media we see throughout our day promote appearance ideals? What messages do they include?



02

What might the impact of all these messages be?

#### **Teacher Notes**

Media experts say most teenagers are exposed to 4,000 to 10,000 advertisements per day.<sup>1</sup>

Reinforce that it is not just the images we see but also the messages we are given that add to the pressure to achieve appearance ideals.

Inviting a few students to give their opinion will help them to conclude by themselves that it is neither fair nor useful to compare oneself to altered images in the media.

#### **Desired Responses**

Social media, TV, advertising, magazines, newspapers, apps, photos, etc. All types of images – including films, music videos, computer games, as well as students' own photos on social media and their friends' – can manipulate the truth.



Answers could include tens, hundreds, or thousands.



Media messages that promote appearance ideals include: that looking good is easy; that everyone should focus on how they look rather than other things in life; and that if you don't look like appearance ideals, you are not good enough. **~~~~~~~~** 



Each form of media or communication might be unhelpful or even harmful.

<sup>1</sup>Is it fair to compare?" Women's Dermatologic Society and the Dove Self-Esteem Project (13 Dec 2017)

Activity 1	Is It Fair to Compare? 🔬 🕂
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	Yaning jug a video gama and most one of these laboral laborations
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#### **Teacher Actions**

Arrange students in small groups. Instruct each small group to complete Is It Fair to Compare? Handout.

Say:

01

02

What message is each type of media trying to get across?

Why is it unfair for us to compare ourselves to this media?

Invite one or two groups to share their responses.

#### Presentation

## What Is the Impact of Messages X and Images on Social Media?

#### **Teacher Actions**

Explain that now we are going to think about media we create and share on social media channels.

Play the film and then ask students to discuss in pairs how they might pass on or reinforce appearance ideals on social media.

Say:

01

How might you, your friends, or young people in general manipulate or change images posted on social media?

Do you think the images you and your friends see and share on social media represent 'real' life?

#### Desired responses

Because these images are not realistic, it is not fair to compare ourselves to the appearance ideals that are promoted in media images and messages.

#### Desired responses

01

Answers might include: angle of selfies, use of filters and apps to alter appearance, posing in a particular way, selecting and sharing only the best images, choosing photos that only focus on appearance, only taking photos when you're wearing your best outfit, hairstyle or make-up.

These images are not always realistic – they can also be retouched. They might also be unrepresentative of real life because they have been carefully selected and only show a snapshot of people's lives.

#### **Teacher Notes**

Help students understand it is okay to want to look good in selfies, but trying to look good all the time, or as the only focus of social media activities can get in the way of other important things they might also want to promote, like showing themselves having fun, focusing on achievements, etc.



#### **Teacher Actions**

Facilitate a short class discussion.

#### Say:

01

02

Let's think about what we can do when we are using social media.

Thinking about professional media (e.g., advertising on social media), what might you do to show that you don't agree with the way professional media emphasises an unrealistic 'ideal' way to look?

Now thinking about the media we create ourselves, what could we do differently when creating or sharing pictures, films and messages?

#### Desired responses

#### Ideas include:

01

Unfollow the account(s) selling the product; don't buy the product; tell all your friends you think the advertising is fake or misleading; boycott the product; complain to the company, advertiser or the media outlet (via Twitter or commenting on an Instagram post); unfollow companies that use photo manipulation; make your own ad that doesn't use manipulation; buy products that use responsible advertising techniques.

Try to post a mix of photos that represent different aspects of your life, such as showing you having fun, being out with friends, or artsy shots; spontaneous photos, rather than always posed in the best position; post comments complimenting friends on features other than how they look; respond to any negative comments or teasing with supportive comments.

#### **Teacher Notes**

It might be helpful to share a couple of examples. In the UK, Girl Guide Victoria Kincaid started her own Instagram channel with friends to show unedited images and focus on non-appearance related qualities of people, as well as to show a diverse set of body types. See @RealPeopleProject.

In Mexico, Girl Guide Diana Puente pressured local beauty businesses to change the imagery they used in their advertisements so that they were more diverse. She is now partnering with them to consult on the future imagery they use. She is asking other businesses in Mexico to do the same.

External Influences	×	~~~~~
Influences of Social Media	Impact of Media Messages errofices, thoughts, actions	Impact of Body Talk

#### **Teacher Actions**

Three-Column Chart

Explain that we are going to start a visual chart today and finish after the fourth lesson.

#### Ask:

What are examples of external influences that people your age face when using social media?

Write down student responses. Keep for next lesson.

#### **Teacher Notes**

If you teach multiple classes in a day, feel free to develop this three-column chart on chart paper or using a document online for each class, or build off the list from the class prior.

Using chart paper, the board or an online document, draw three columns as shown in Slide 10.

#### Desired responses

What to wear; products and services to buy, such as make-up or exercise apps; accounts that promote certain diet plans or workout routines; products and/or accounts that tell you what to eat.

#### **Teacher Notes**

Encourage students to provide specific examples that relate to appearance.



### **Goal Setting To Champion Body Confidence**

By the end of this activity, students will set a personal goal thereby committing to an action to modify their responses to media messages.

#### **Presentation**

Writing a MART Goal	· •	
Specific	Focus on just one very clear goal.	<b> </b>
Measurable	Set a condition so you can tell when your goal is met.	· · · · ·
<b>A</b> ttainable	Be sure it is something that is not too far out of reach.	•
Realistic	Set a goal that requires effort but is passible.	
Time	Give yourself a time limit.	SMART Goal Example I will get my homework done before I use technology to talk with friends other school, for the next week.
		consistently, every day.

#### **Teacher Actions**

#### Say:

Next we are going to set a SMART goal to commit to not comparing ourselves to media. 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.

Describe how to set a SMART goal and show the example on the slide.

#### Say:

When setting a goal choose a small and specific action, which will make it easier for you to keep your commitment.

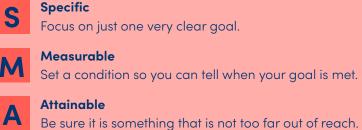
While the example in the slide is not necessarily pertinent to media influence of appearance ideals, it shows students the components of a SMART goal.



#### **Teacher Notes**

Students' suggestions may include the ways people consume professional media, how they create or consume personal and social media, or how they can better identify and challenge the existence of appearance ideals.

Remind students to be sure that each part of their SMART goal is reflected in the statement they write.



Realistic

Set a goal that requires effort but is possible.

#### Time

R

Give yourself a time limit.

Writing a SMART Goal	· •	
Specific	Focus on just one very clear goal.	
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Time	Give yourself a time limit.	SHART Goal Example I will get my homework done before I use technology to talk with friends other school,
***		for the next week, considerify, every day,

#### **Teacher Actions**

#### Say:

What goal can you make to challenge or resist the images that promote appearance ideals in the media?

Go over the criteria for setting a SMART goal by using the SMART Goal example on the slide about homework.

- + What makes this Specific?
- + How is this Measurable?
- + How is this Attainable?
- + How is this Realistic?
- + What is the Time limit?

Briefly brainstorm some examples of ways to modify students' responses to media messages related to appearance ideals.

Instruct students to choose from any of these ideas, or come up with one of their own, to write a SMART goal.

#### Desired responses

- + Focus on just one very clear goal.
- + Set a condition so you can tell when your goal is met.
- + Be sure it is something that is not too far out of reach.
- + Set a goal that requires effort but is possible.
- + Give yourself a time limit.



### Plenary



By the end of this lesson, students will have reflected on what they learned throughout the lesson and made a goal demonstrating their ongoing commitment to championing body confidence.

#### Students have...

- + Built media literacy skills, exploring how images and messages from advertising to movies to social media are often manipulations of the truth;
- + Understood that it is pointless to compare themselves to images in media because they often promote appearance ideals designed to sell products and services; and
- + Set a goal to challenge and reject media images and messages, especially those that promote appearance ideals.

#### **Presentation**

#### **Teacher Actions**



#### Ask:

What did we learn during today's lesson?

Invite volunteers to read aloud key learning points from the slide, as well as summarise any points students may have missed. > Desired Response

Students articulate the key messages in their own words.

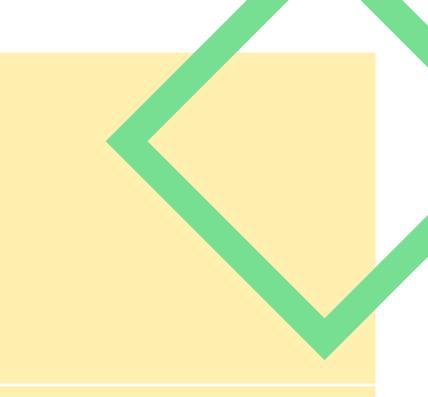


#### **Teacher Actions**

Thank students for their participation in today's lesson.

Encourage them to think about and apply their knowledge and understanding every day from now on.

If possible, offer to stay behind or speak to students at another time about anything covered in the lesson.





#### **Optional Extension Activity:**

Encourage your students to explore and act on the ideas raised in today's lesson. Then, for either an optional activity or required one, ask students to complete the "Extension Activity- Taking Action to Challenge Media Messages" sheet before the next lesson.



### 

#### **Curriculum Links**

#### England

#### PSHE

#### Health & Wellbeing

Self-concept

- » **H1.** To know how we are all unique; that recognising and demonstrating personal strengths build self-confidence, self-esteem and good health and wellbeing
- » H3. To know the impact that media and social media can have on how people think about themselves and express themselves, including regarding body image, physical and mental health
- » H4. To know simple strategies to help build resilience to negative opinions, judgements and comments

#### Relationships

Social Influences

- » **R42.** To recognise peer influence and to develop strategies for managing it, including online
- » **R43.** To know the role peers can play in supporting one another to resist pressure and influence, challenge harmful social norms and access appropriate support
- Living in the wider world
- Media literacy and digital resilience
- » L24. To understand how the way people present themselves online can have positive and negative impacts on them

Relationships Education, Relationships and Sex Education (RSE) and Health Education

Physical health and mental wellbeing

Online and Media

- » To know the impact of viewing harmful content
- Internet Safety and Harms
- \* \* To know the similarities and differences between the online world and the physical world, including: the impact of unhealthy or obsessive
- comparison with others online (including through setting unrealistic expectations for body image)
- To know how people may curate a specific image of their life online, over-reliance on online relationships including social media, the risks related to online gambling including the accumulation of debt, how advertising and information is targeted at them and how to be a discerning consumer of information online

#### **Scotland**

# Health and Wellbeing » 3-02a I know that we all experience a variety of thoughts and emotions that affect how we feel and behave and I am learning ways of managing them Literacy Across Learning

- » **3-08a** To help me develop an informed view, I am learning about the techniques used to influence opinion and how to assess the value of my sources, and I can recognise persuasion
- » **4-08a** To help me develop an informed view, I can identify some of the techniques used to influence or persuade and can assess the value of my sources

### Wales

#### Health and Well-being (PSE framework)

#### **Developing thinking skills**

»• • To identify and assess bias and reliability, e.g. evaluate messages from the media

#### **Developing communication**

- » To communicate confidently personal feelings and views through a range of appropriate methods
- » To express opinions clearly and justify a personal standpoint

#### Health and emotional wellbeing

» • To understand the range of emotions they experience and how to develop strategies for coping with negative feelings

#### Literacy

#### Oracy

- » • To defend a point of view with information and reasons, e.g. in role or debate
- » To respond positively and thoughtfully to new ideas and alternative points of view
- » To consider the relevance and significance of information and ideas presented to them

#### **Northern Ireland**

#### Personal Development and Mutual Understanding

#### **Self-Awareness**

- » To explore the different ways to develop self esteem
- » To investigate the influences on a young person

#### **Relationships**

» To examine and explore their own and others' feelings and emotions.

#### Communication

#### Talking & Listening

- » To listen to and take part in discussions, explanations, role-plays and presentations
- » To contribute comments, ask questions and respond to others' points of view



### **Acknowledgements**

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**It was adapted** from 'Happy Being Me' with permission and under licence from Susan T. Paxton, Sian A. McLean, Shanel M. Few and Sarah J. Durkin, 2013.

#### **Confident Me, US version, was revised and updated** for a US student audience by Jessica Lawrence, Director of Cairn Guidance.