

Recommended  
11-14  
for ages

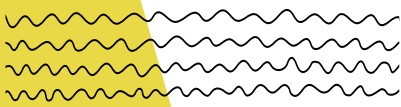


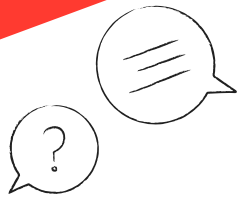
# confident me

Mini Lessons for  
Body Confidence



## MINI LESSON 2





# Questions:

1 What is being sold in this ad?

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2 Who are they using to sell it?

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3 What is the overall message of the ad?

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4 Why did they pick a person who looks like this?

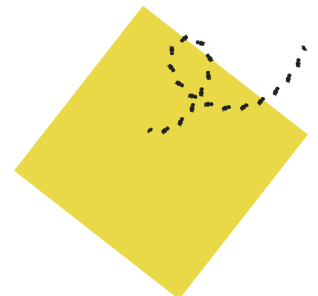
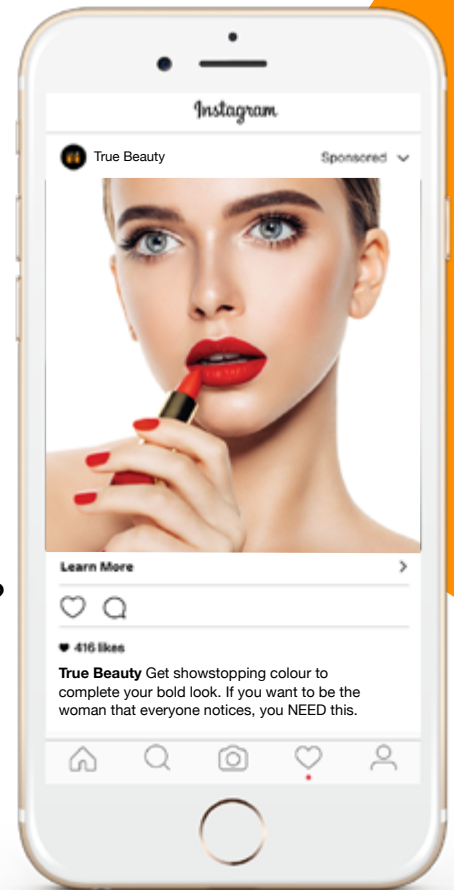
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5 Why would they manipulate a picture of this person to make them look more “ideal”?

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# How might manipulated images make some people feel?



**Advertising** is designed to encourage people to compare themselves to the models featured in the ads. An ad often implies that by buying a product or service, people can get closer to matching the appearance ideal or lifestyle that is promoted, even though this is often unrealistic and unfair, considering the manipulation of images.





# Question & Answer

Work through this question and answer with a parent, carer or alone. Write your response below.

How might manipulated images make some people feel? List three problems that ads and images which don't reflect reality might cause.

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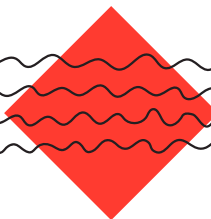
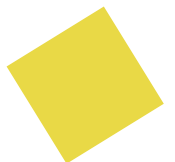
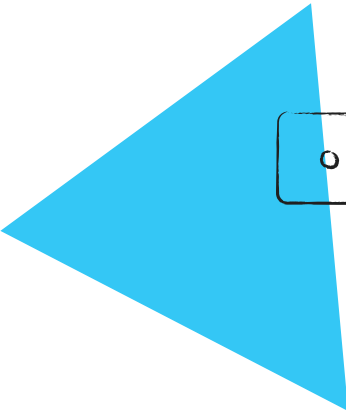
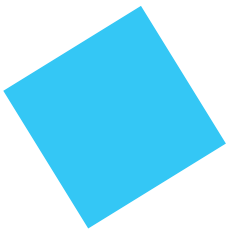
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# Why is Professional Media often created in this way?

- Professional Media and advertising are designed to get you to take an action. Most ads are designed to persuade you to purchase a product.
- One of the most powerful ways to get someone to purchase a product is to make them feel they need it. By comparing themselves to the manipulated images they see in the ad, people may feel they need to buy the product to look like the image.

## Advertising is often crafted to:

**Promise:** Promise perfect looks, an appearance ideal or a certain lifestyle.

**Feelings:** Inspire feelings to make you want the product being sold.

**Actions:** Take an action, most often to buy the product.

**Results:** Show the results you will see if you buy the product, although the appearance of results may be exaggerated in manipulated images.

**Fix:** Create a problem about your appearance so that you will need to buy the product to fix it.





# Question & Answer

Work through this question and answer with a parent, carer or alone. Write your response below.

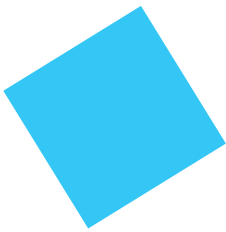
Why should we challenge manipulated images like this?

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# What can we do about this?

## What actions could you take when you notice media showing people in an unrealistic way?

- We believe we should challenge manipulated images because they can cause harm.
- Consider one example or action you could take when you see media showing people in an unrealistic way.



**Here is an example:** Amira is a Year Nine student from London who created an online petition that resulted in a local beauty company committing to show more diversity in their advertising and stop retouching models' bodies and face shapes.



# Question & Answer

Work through this question and answer with a parent, carer or alone. Write your response below.

What are some actions you could take when you see media showing people in an unrealistic way?

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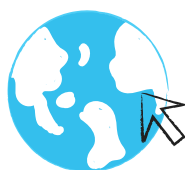
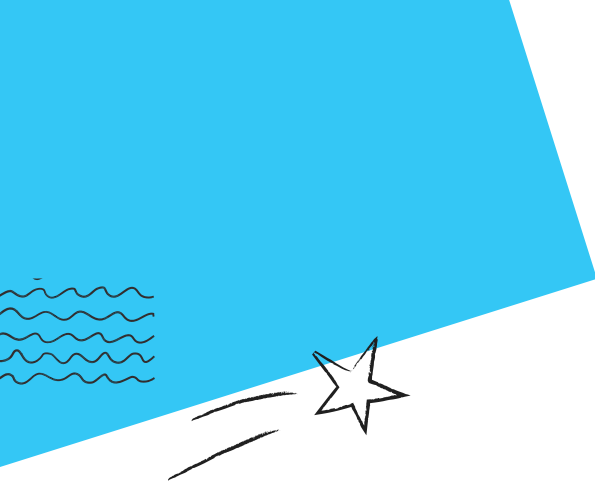
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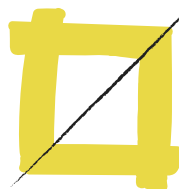






**Pressure to look a certain way comes from the world around us.**

# What have we learned today?



**It's important to remember that the images we see of people in media aren't always real.**



**It's unfair to compare ourselves to these images.**