Confident Me

School Lesson for Body Confidence

Contains playable content

2 Lesson Two: Media Messages

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What Have We Learned?

It's not worth trying to match appearance ideals.

What Are We Learning Today?

What are media messages?

Purpose of media messages

Manipulation of media messages

Remixing responses

What Are Our Class Agreements?

Respect differences

Choose a level of participation based on your comfort level

Delay distractions

Right to Pass

What Do We Mean by Media?

What different examples of media can we think of?

Which of these examples of media are made by professionals?

Who creates the media?

Which media do you and your friends make?

How Can Images Be Manipulated?

Why Is Media Often Created This Way?

Why Is Media Often Created This Way?

Promise

Feelings

Actions

Results

Fix

What Is the Impact of Media Messages?

Activity 1

Is It Fair to Compare?

Name:

You see this social media post of an influencer modeling clothes in a sponsored ad:

What message is this trying to get across?	It's not fair to compare to this because...
If you buy these clothes, you'll look just as good as the influencer.	Many influencers are paid like this one and use professional photographers and photo editing services to help sell products.

You watch the latest video from your favourite artist:

What message is this trying to get across?	It's not fair to compare to this because...

You read this caption on an Instagram post:

What message is this trying to get across?	It's not fair to compare to this because...

You're playing a video game and meet one of these 'ideal' looking heroes:

What message is this trying to get across?	It's not fair to compare to this because...

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

How Can We Change Our Responses to Media Messages?

External Influences

Influences of Social Media	Impact of Media Messages emotions, thoughts, actions	Impact of Body Talk
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Writing a SMART Goal

How to write a SMART goal:

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

SMART Goal Example
I will get my homework done before I use technology to talk with friends after school, for the next week, consistently, every day.

What Have We Learned Today?

It is harmful to compare people in real life to media images.

Media images are often manipulated.

We can remix our responses to media messages.

Congratulations!

You've now completed

Lesson Two of Confident Me: School Lessons for Body Confidence

Next is:
Lesson Three
Confront Comparisons

Extension Activity

Extension Activity

Name:

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 is: _____

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 do 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!

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