

# Is it fair to compare?



**a.** You see this social media post of an influencer modelling clothes in a sponsored ad.

**What message is this trying to get across?**

If you buy these clothes, you'll look just as good as the influencer.

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**It's not fair to compare to this because...**

Many influencers are paid like this one and use professional photographers and photo editing services to help sell products.

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**b.** You watch the latest video from your favourite artist:

**What message is this trying to get across?**

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**It's not fair to compare to this because...**

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**e.** "You read this caption on an Instagram post:

**What message is this trying to get across?**

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**It's not fair to compare to this because...**

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

**What message is this trying to get across?**

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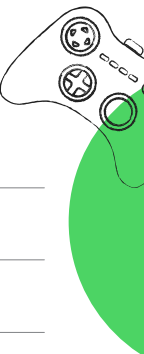
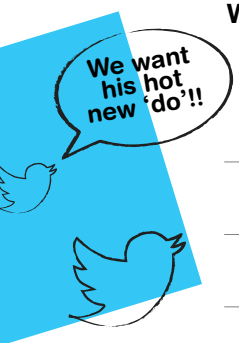
**It's not fair to compare to this because...**

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# Extension sheet



Think of an advertisement you've seen recently.

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

The advert I'm thinking of:



## Promise

What does this advert promise? How do they use images and words to do this?



## Feelings

What might people think and feel after seeing the advert?



## Actions

What might people do after seeing the advert?



## 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?

# Going further



## Media Messages: Main messages to remember

- Media images are often changed, edited, or airbrushed.
- It is harmful to compare people in real life to media images.
- We can change the way we respond to media images.

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

### Taking action for yourself

What I did:

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How I felt:

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#### How about...

Looking at your recent posts on social media - do they reflect the real you? Perhaps think carefully about the images you choose to post on social media.

### Taking action for others

What I did:

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How I felt:

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#### How about...

Writing to a company or influencer that promotes appearance ideals and telling them that you are not happy with the way they make people feel.