



# How do you respond to professional media?

**Work in pairs to prepare a role play.** Label yourselves **Person A** and **Person B**.

Read the situations below and practise how to respond when you see images in professional media.

## Person A

Imagine yourself in the scenario, looking at the professional image. Share with **Person B** what you imagine wishing you could change about your looks after seeing the image.

## Person B

Respond to **Person A**. Explain why it's not possible for anyone to look like the people we see in professional media. Tell them why it is not realistic or fair to compare themselves to these images.

1

You are reading your friend's magazine...



2

You are watching this popular television programme...



3

You are passing this bus stop going home from school...



4

You are viewing the latest music video on your friend's phone...



## Feeling stuck?

**Person A:** Wow, look at them; they look great! I wish I had their .... because ....

**Person B:** It's not possible to look like them because .... Think back to the 'Dove: Evolution' films you watched.

We shouldn't bother to compare ourselves because .... Remember why we want to challenge these images – how do they make us feel?

You could also try swapping roles, or selecting a different situation to act out.





# How do you challenge appearance pressures?

**Work in pairs.** What could you do to resist appearance pressures in personal and social media?

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## Feeling stuck?

Think about what you could do differently when you comment on your friends' photos. Could you change the type or style of photos you choose to upload?

**Now, work by yourself.** Complete the exercise below and let others know what they can do to reduce the pressure to look a certain way.

*One thing people can do differently when creating or sharing pictures, films and messages is...*

.....

## Feeling stuck?

Use the ideas you have discussed as a class and with your partner. Try to choose a simple action that is easy to achieve.

*This will help people feel better about the way they look because...*

.....

Think about why some types of images, messages or films can make us feel pressure to look a certain way. How will the action you suggest help to reduce that pressure?





# Be a champion for change!

**Work by yourself.** Write down one thing you will start doing, or do differently, to champion what is 'real' in yourself and others as a result of today's workshop.

I pledge to .....

.....

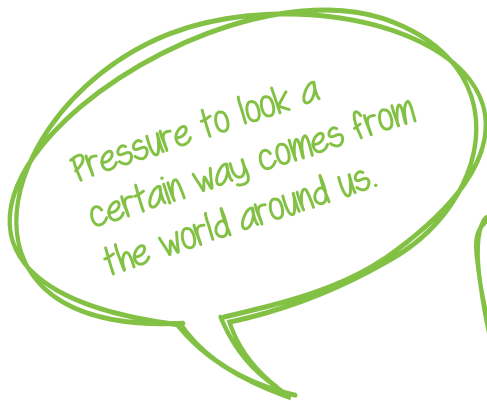
.....

.....

.....

## Feeling stuck?

Think about what will help you challenge the pressure you and your friends feel to look a certain way.  
Try to choose a simple action that is easy to achieve.



Celebrate your individuality and the diversity of the people you know.  
Aim to be the best you can be – you are one of a kind!

1 Discussion card:

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



  
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2 Discussion card:

List all the decisions that were made about the image BEFORE the photos were taken.



  
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3 Discussion card:

List all the decisions that were made about the image AFTER the photos were taken.



  
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4 Discussion card:

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



  
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5 Discussion card:

Why do you think the unrealistic images you see in the film are unfair and misleading?



  
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6 Discussion card:

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 in professional media?



  
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## Definition cards

**Appearance ideals:** The way our culture tells us is the ideal way to look at a certain moment in time.

**Appearance pressures:** Pressures we feel to look like an appearance ideal and to be beautiful, glamorous and attractive.

**Body confidence:** The way we think and feel about the way we look and how we behave as a result.

**Manipulation of media:** The way images in the media are carefully prepared, selected, air-brushed and digitally altered so they no longer reflect the real person they feature.

**Media:** Messages, images and films that are communicated in different ways.

**Professional media:** Images, messages and films produced by companies or businesses that are communicated through channels such as TV programmes, magazines, advertising, films, music videos.

**Personal and social media:** Images, messages and films produced by you and your friends and shared in person, online and via social networks.

**Pledge:** A promise to do something which you will make every effort to keep.



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