



Media and Airbrushing

LEARNING OUTCOMES

Knowledge, Skills
& Actions



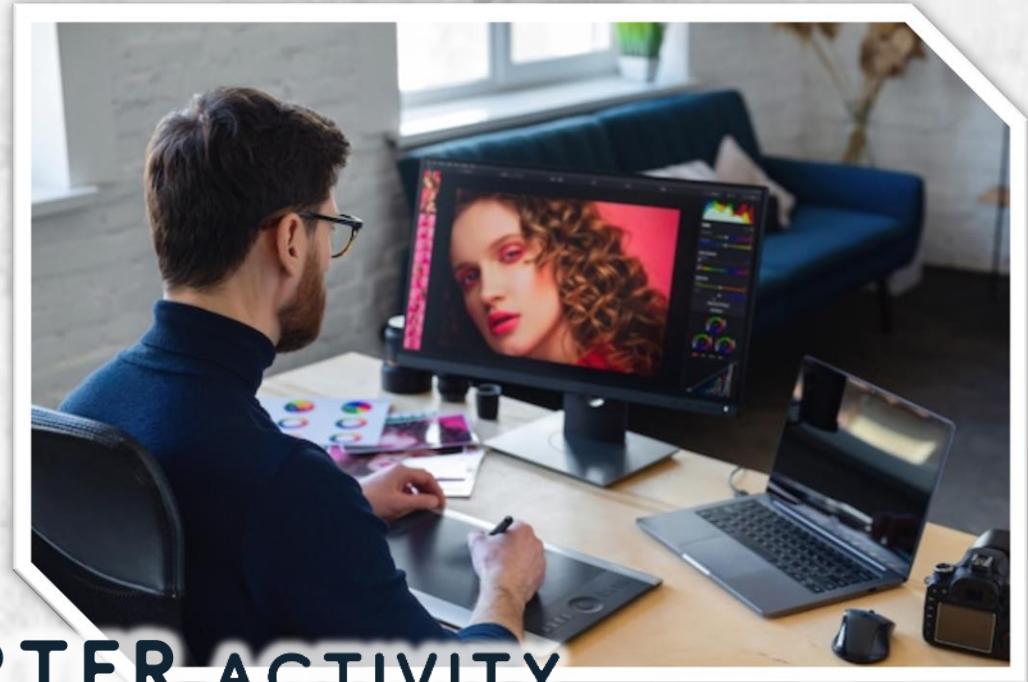
To describe how photo editing and air brushing are contributing to a false sense of beauty

To explore what it means to be body positive and body neutral

To evaluate the impact advertisements are having on our self esteem

NEW VOCABULARY

Airbrushing, Digital Media, Photoshop, Body Positivity, Insecurity, Foundation, Body Neutrality



STARTER ACTIVITY

This is me: Greatest Showman –
What are the messages we can take away from this song?

What is self-esteem? What impacts it?



4 Minutes

GROUND RULES



Be open and honest
No Personal Comments
Discussions must be about
'general situations'



You don't have to say
things about yourself if
you don't want to

It's OK to be embarrassed
by a topic but don't show
that you are embarrassed
through silliness



Be Respectful

Listen & don't interrupt others
Only 1 person talking at a time
Use the agreed appropriate
Language (Avoid slang terms)



Don't Make Assumptions
about people's values,
attitudes, behaviours, life
experiences or feelings

PSHE CLASSROOM RULES

DEALING WITH SENSITIVE TOPICS

SAFEGUARDING YOUR WELFARE & HAVING YOUR INTERESTS AT HEART

Be Non-Judgemental

No put-downs. Challenge
the opinion, not the
person



Conversations on sensitive
topics stay in the
classroom unless it is a
safeguarding issue

There are **no stupid questions**
It's OK to get things wrong

Enjoy the lesson, challenge your perceptions and understand how to seek further advice and support



Media and Airbrushing

ASSESSMENT
FOR LEARNING

BASELINE CONFIDENCE CHECKER

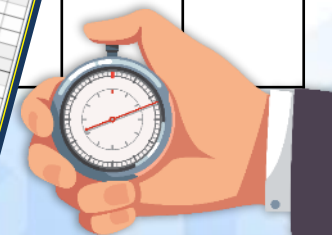


BEFORE THE LESSON	NOT CONFIDENT				CONFIDENT				VERY CONFIDENT	
Knowledge, Skills & Actions	1	2	3	4	5	6	7	8	9	10
I know how unrealistic some of the images I see in the media are										
I can describe what it means to be body positive and body neutral										
I can explain the link between airbrushing and photo editing and self-esteem										



Complete a baseline assessment of where you think you are at for this lesson

(Discuss or complete sheet)



2 Minutes

I'm not confident at all on this topic

A little confident

Confident

Very confident


I am super confident on this topic

Where does the pressure to look beautiful come from?

Some Ideas
(CLICK TO REVEAL)

*"To me, beauty is about
being comfortable in
your own skin. It's about
knowing and accepting
who you are"*
Ellen DeGeneres



A close-up photograph of a woman's face, looking slightly to the right. Her hair is pulled back, and she has a small stud earring. A hand with yellow-painted nails holds an airbrush, spraying a fine mist towards her cheek. The background is dark and out of focus.

Airbrushing is the retouching of photos to enhance, change or remove supposed flaws from the image. Airbrushing serves a positive purpose when unwanted marks, shadows or distracting background images are apparent in a photo. However, within digital media this means photos of people (models, celebrities and instagrammers) are edited, often to a large extent, from the original.

Image editing is done through the development of computer programs that mimic airbrushing, a tool used for spraying cars (an airgun and a can of paint) or (painting but with a mechanical spray). The vast array of tools that computer programs have been skilled with can smooth lines and wrinkles, remove blemishes, change the skin tone depending on cultural preferences, slim features, lengthen limbs, shave body mass, change body shape, brighten eyes and teeth plus much more.

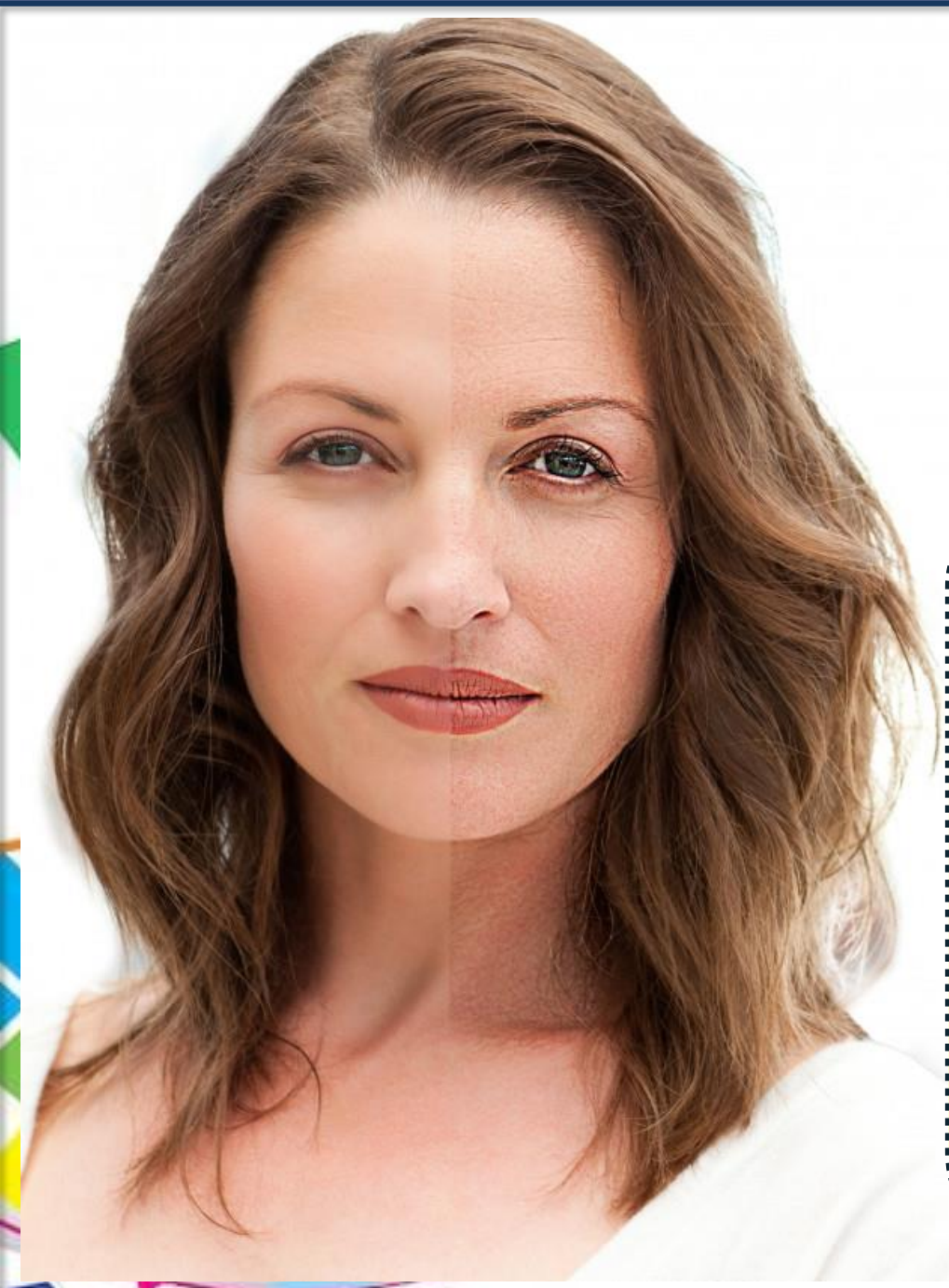


**7 WORST
Photoshop
Fails Caught
in the Act!**

3 Minutes



PLAY VIDEO



Did you know?

It is estimated that by the time a girl is 12 years old she will have been exposed to more than 77,000 advertisements. There is some studies suggesting that female perfection seen in adverts is linked to a growing number of young women with low self-esteem.

Task

As a society are we really ready to embrace “real” models, or would we still rather have photoshopped images?

How much of Photoshop is ok, is light retouching ok? Where is the line drawn?

Can Photoshop be seen as a world of escapism if people acknowledge and accept that it isn't entirely real? (Like special effects in a movie)

With the media being shown through the predominant lens of the male gaze, are men also affected by photoshopped images of women? In what ways?

Ask yourselves these questions.

Why are we being sold a false idea of perfection? Who does it serve?

Will trying to look 'perfect' bring us happiness?

Is perfection only skin deep?

What is your idea of perfection?

Does being insecure about our looks, face and/or bodyweight encourage us to buy more?

Do you think these images are attainable?

Do you think airbrushing should be made illegal?

When we are in a secure place we do not need to buy expensive products. How do we become secure?

Do you think airbrushing is unethical?

Task

Choose 4 questions and discuss your answer with a partner.

L'Oréal Paris:
True Match
(Director's
Cut)

2 Minutes



**Do you think this
advert should be
allowed on TV?
Is the advert
empowering women?**

Task

Video Review Questions

1. Why is wearing foundation so important to some women?
2. Is foundation an enhancement or a mask?
3. Why is there only one man in the video?
4. Does the right foundation really boost self-esteem/body image?
5. Why can't we love the skin we are in without covering it over with a layer?
6. Is it okay for companies to profit off insecurities about skin?
7. Why, if foundation is 'equipment' that helps you be yourself and enables you to conquer the world, don't most boys/men use it?
8. Is there an ideal skin type that doesn't need foundation? Why/why not?
9. What other things, apart from foundation, help to boost boys'/girls' self-esteem?
10. How can self-esteem be built without spending money?



Image Retouching



**Dove | Reverse Selfie | Have
#TheSelfieTalk**

Task: Pick one or two coloured hats and answer all the related questions



Did you know?

According to Dove, by age 13, 80% of girls distort the way they look online.



1 Minute



What facts do I know? What else do I need to know? What do I want to know?

INFORMATION



How do I feel about this? What don't I like about this? What do I like about this?

FEELINGS



Can something be done? New ideas? What are the solutions/suggestions?

CREATIVITY



What thinking is needed? Next steps? Where are we now?

THINKING



What is wrong? Is it safe? Can it be done?

JUDGEMENT

What Do You Think?

"It doesn't matter if my social media life is not representative of my real life, my followers all know this and it's just my job. I'm not harming anyone"



Talking Points



I think that ...
I don't think... is right because...
My opinion is...
I would argue the same because...
I disagree with... because...
Building on what... said. I think...
An alternate way of looking at this is...
I sort of agree, however...
I would challenge what.. said because ...

Do you agree or disagree? Why?

Can you add to the statement?

Do you have a question about the statement?

Would you like to challenge what is being said?

Do you have an alternative idea?



Body Positivity (BOPO)

Body positivity derived from a movement and belief that all bodies deserve respect and love, no matter their size, shape, colour or ability.

- Being body positive is thinking and talking to oneself in a positive manner about your body.
- Providing actions of positivity and self-love towards their body

This can come in the form of:

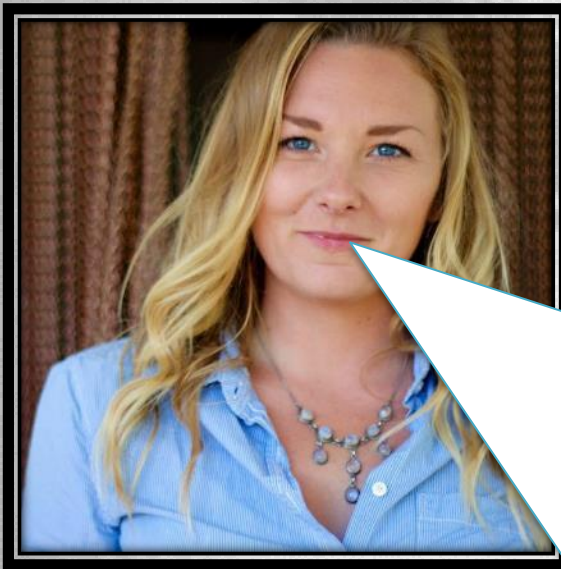
- Using positive words to describe how your body looks
- Thinking positively about how your body looks
- Changing thought patterns when your mind tells you a negative thought about your body
- Accepting your body for the shape & ability it has
- Celebrating all your body can do for you
- Giving your body the nutrients it needs
- Giving your body the time it needs for rest
- Giving your body the movement it needs to maintain functionality

“My bottom line for body positivity is to treat your body with kindness, treat it the same way you treat the people who are most important to you”



Sian Randall from Sian Randall Therapies is an expert in menstrual education for women of all ages, her passion is helping women understand their bodies and their choices.

We asked our expert:
**What is Body
Neutrality?**



Being body neutral has come out of the body positive movement (BOPO) because people feel like being body positive can be too difficult to achieve all the time OR they feel it puts too much pressure on the appearance of the body and can exclude minorities.

One side of the concept is accepting your body for the vessel it is and that you will have positive and negative thoughts on it and that's ok.

The other side is that fact of knowing your body is there to do it's a job and sometimes it does not need much more thought than that.

The less time we spend thinking negatively or at all about our bodies then the more time and energy we have for other things we enjoy.

**Do you agree that being body
positive can be difficult to
achieve all the time?**



Sian Randall from Sian Randall Therapies is an expert in menstrual education for women of all ages, her passion is helping women understand their bodies and their choices.



Discussion topics

As a society, how much do we appreciate the way our bodies look?

Does taking too much time to think about the way our bodies look affects our emotional wellbeing?

How could we celebrate/appreciate the functionality of our bodies more?

How would you want your children to feel about themselves?

Make up a discussion topic

How does the media and advertising fuel sexist attitudes and behaviour towards women?



Nicola Sturgeon criticised Daily Mail over 'Legs-it' front page.

First Minister said the newspaper is 'leading the way' in taking Britain back to the 1970s after its coverage of her meeting with Prime Minister Theresa May.

NEWSPAPER

Calvin Klein is in trouble again, this time for a series of sexually suggestive underwear adverts, with an "up-skirt" peek at a young woman's crotch attracting the most controversy. The clip is featured as part of the brand's new series, that uses a fill-in-the blanks gimmick, as in:

"I — in my Calvin's."



The Advertising Standards Authority received 378 complaints on a range of issues including that the "very slim, toned" model under the controversial headline implied other body shapes were inferior, and that the image promoting a slimming product was socially irresponsible.

Task

Do any of these news stories surprise or worry you? Why?



REVIEW YOUR LEARNING OUTCOMES

ASSESSMENT
FOR LEARNING

CONFIDENCE CHECKER



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Complete the confidence checker of where you think you are at for this lesson

(Discussion or complete sheet)



3 Minutes

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confident at all
on this topic

A little
confident

Confident

Very
confident

I am super
confident on
this topic

HOMEWORK SUGGESTION

Homework Explained

Pay attention to the next few adverts / online images containing models that you see. Screenshot them (if you can) and annotate or simply write down some of the ways the images may have been edited.

DUE DATE

Must be submitted by...

Hand / Google
Classroom



No hair out of place



Skin smoothed





IMPORTANT INFORMATION



2 Minutes



FOR MORE INFORMATION ABOUT THE TOPICS COVERED IN THIS UNIT
WE WOULD ADVISE ONE OF THE BELOW:

SPEAK TO YOUR PARENTS/GUARDIANS, HEAD OF YEAR,
A TRUSTED ADULT OR FRIEND.

IF YOU HAVE ANY CONCERNS ABOUT YOURSELF OR SOMEONE YOU KNOW.
IT IS IMPORTANT TO SPEAK UP AND TELL SOMEONE!

SPECIFIC FURTHER INFORMATION ON THIS TOPIC CAN BE FOUND HERE:

- ☐ ChildLine - You can talk to us about anything. No problem is too big or too small. Call us on 0800 1111 or chat to us online <https://www.childline.org.uk>
- ☐ www.verywellmind.com - award-winning resource for reliable, compassionate, and up-to-date information on the mental health topics
- ☐ www.mind.org.uk
- ☐ <https://www.nhs.uk/> - Loads of information on a very wide range of physical and mental health issues

HEALTH
& WELLBEING

SEEKING SUPPORT

REFLECTION PLENARY



A problem I overcame today was...

**Before I only knew...
now I also know...**

**The key words for this lesson
were...**

I'm really proud of the way I have...

Today I have tried to...

**The most important thing I have
learnt today is...**

I used to feel ... but I now feel ...

**Before I would have done...
Now I will ...**

Next lesson I would like to...

**A question I would like to ask
is...**

**I would like to learn more
about...**

**I know if I need further support
or help I could speak to.... or
contact...**

**I now know I can supported
others by...**

**One thing I didn't realise was...
this will help me to...**

2 Minutes





REFER TO MINDFULNESS POWERPOINT

