

Sexualisation of the Media

LEARNING OUTCOMES

Knowledge, Skills
& Actions



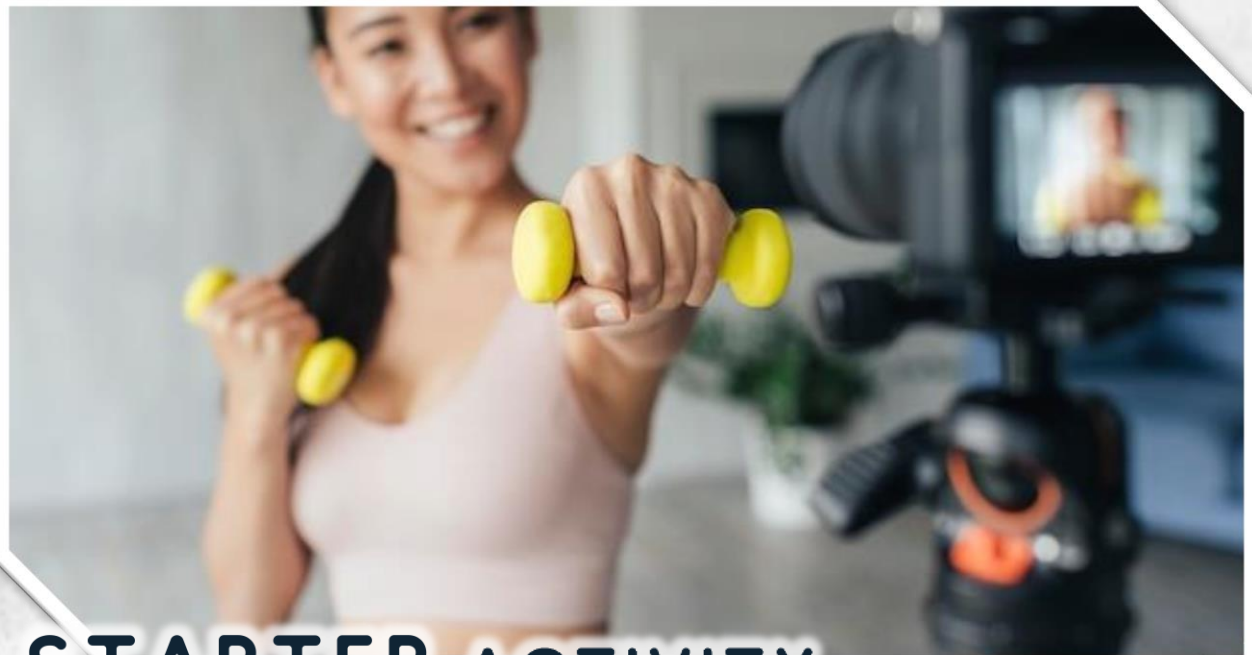
To explore the impact
sexualisation of the media
is having on teenagers

To identify the links
between body image and
the media's influence on it

To evaluate whether shows
like Love Island teach
viewers about morals and
ethics

NEW VOCABULARY

Social Media Influencers,
Sexualisation, Expectations,
Mental Health, Body Image



STARTER ACTIVITY

Why is social media so popular?

Can social media be damaging to us?

Does sex appeal help to sell products,
get more followers or make you popular?

What does the phrase 'sex sells' mean?



3 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 and 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

Sexualisation of the Media

ASSESSMENT FOR LEARNING

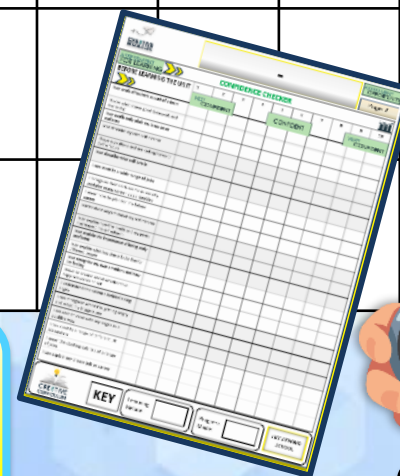
BASELINE CONFIDENCE CHECKER



BEFORE THE LESSON	NOT CONFIDENT				CONFIDENT				VERY CONFIDENT	
Knowledge, Skills & Actions	1	2	3	4	5	6	7	8	9	10
I understand the impact sexualisation of the media has on society										
I can explain what positive and healthy body image is										
I know how comparing myself to those I see in media could damage my mental health 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

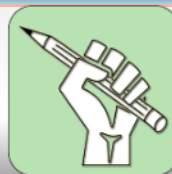
Confident

Very confident

I am super confident on this topic



Relationships and the Media Influence



Worth the wait - A film about relationships by Koko

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



**4.5
Minutes**



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

Sexualisation of the Media Examples



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."

Task

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

EXTENSION

Can you think of any other news stories linked to this topic?



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.

Sexualisation of the Media Examples



Usborne Book company has apologised after it stated in a puberty book for children that breasts exist for two reasons.

1. To produce milk for babies
2. To make girls look grown up and attractive

Why is this wrong?



"The enduring sexualisation of nurses must end to keep them safe from harassment in the workplace," union members have warned.

Members of the Royal College of Nursing told their annual congress the portrayal of nursing in the mainstream media undermined their professionalism and increased the risk of abuse by the public.

Task

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



Discussion topics



How does the media influence young people?

Does Instagram damage our mental health?

Does sex sell products?

How does the media portray women?

How can the media harm our own perception of body image?

Make up a discussion topic



Sex and the Media Explained



Get the Facts – Sex and the Media

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



3.5
Minutes



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?

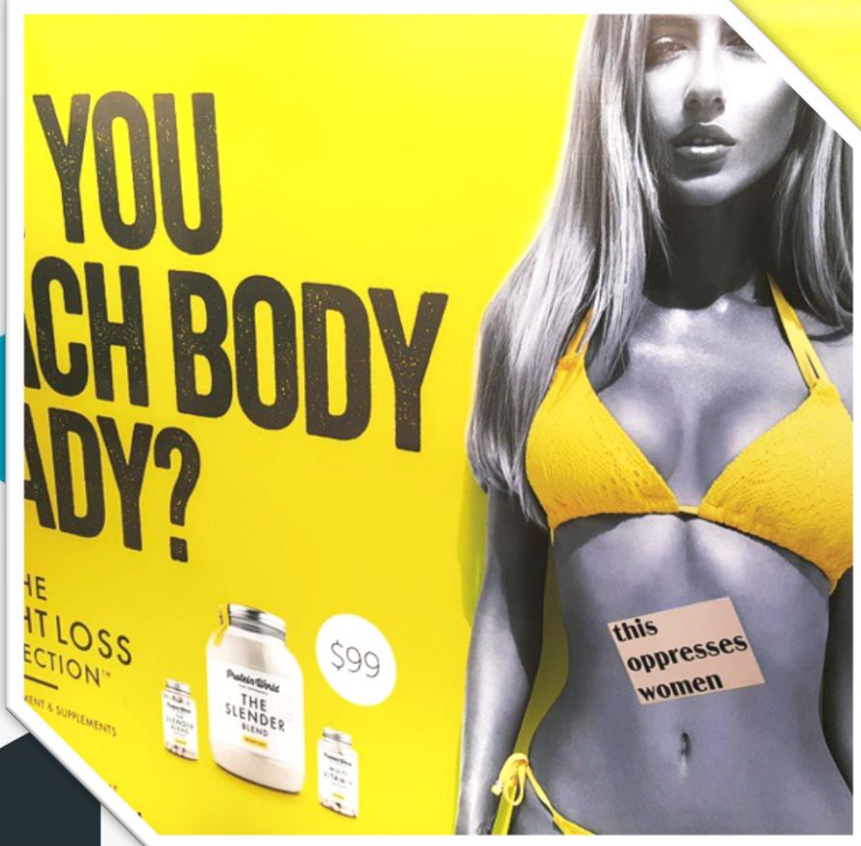
THINKING



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

JUDGEMENT

Do you think this advert should be allowed?



Task

What messages does this advert give the reader?

What three words would you use to describe it?

Why has someone put a sticker over the advert?

What is body image?

Your body image is how and what you think and feel about your body.

This includes the picture of your body that you have in your mind, which might or might not match your body's actual shape and size.

A positive or healthy body image is feeling happy and satisfied with your body, as well as being comfortable with and accepting the way you look.

A negative or unhealthy body image is feeling unhappy with the way you look. People who feel like this often want to change their body size or shape.

Did you know?

A healthy body image is important. When you feel good about your body, you're more likely to have good self-esteem and mental health as well as a balanced attitude to eating and physical activity.

Your body image may change several times throughout your life



Research suggests that who we compare ourselves to is also a key factor in the standards of body image expectations we hold ourselves to.

"People are comparing their appearance to people in Instagram images, or whatever platform they're on, and they often judge themselves to be worse off,"

Jasmine Fardouly, a postdoctoral researcher at Macquarie University in Sydney, Australia.

***Love Island TV show synopsis:
Single hopefuls looking for love complete tasks, couple off and get voted
out week by week.***

Task

Here are 9 contestants
Today is a re-coupling
Pair off the contestants
The final one will be
dumped from the island
How will you decide?
What else would be
useful to know?

Sarah



Cassie



Hermia



Alex



Matthew



Mark



Luke



John



Khush



This time you are allowed to ask each contestant the same 10 questions to help find out what they are like.

What 10 questions would you ask before you have to select the couples?

Khush is on the Island for fame and money and has no interest in love.

John has a girlfriend outside the villa and Mark is bisexual.

Would any of this new information change your decision about who to dump from the Island?

Sarah



Cassie



Hermia



Alex



Matthew



Mark



Luke



John



Khush



Love Island |
Meet The
Islanders |
ITV2

40 Seconds

PLAY VIDEO

Meet the
Islanders |
Love Island
Series 10

4 Minutes

PLAY VIDEO

Task

Watch the two short clips introducing the new Love Island contestants.

Discuss what the common features are of all the contestants.

**Are the bodies of
Love Island
contestants typical
of the wider
population?**

**Does Love Island's lack
of body diversity
promote insecurity?**

"Love Island teaches viewers about morals and ethics"

THOUGHTS & FEELINGS

What is your opinion on the statement above?

STRONGLY
DISAGREE

DISAGREE

AGREE

STRONGLY
AGREE

Start with one of these cards

Or one of these

There is
evidence
that...

Surely...

I'm not
convinced
that...

I understand
that, but...

I'm not sure I
understand,
please could...

So, are you
saying that...

In my
opinion...

I think...

Therefore...

Clearly...

Yes, but on
the other
hand...

Perhaps...

So, you think
that...

Does this
mean...

So if ... does
that mean
that...

I wonder if...

I would
contest...

Why do you
think that...

Unlike...

I disagree...

I partially
agree...

Consequently
...

Obviously...

Something
else to
consider is...

Task 1: Discuss/debate with your partner your personal views towards this statement, using the cards to help get you started.

Extension: Can you think of specific examples of recent events that would support this statement and other specific examples that would go against this statement?



Discussion task



2-3 Minutes

What Do You Think?



"Parents should not allow their children to watch Love Island. It has no educational benefit and gives them a damaging view of what relationships really look like"

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?



Question Generator



1. Why do people watch Love Island?
2. Give one example of sexualisation in the media?
3. Name one cause of conflict in relationships
4. **FREE PASS**
5. Name two ways to break up with someone
6. What does mugged off mean?
7. Is Love Island really a depiction of reality in relationships?
8. What does equal opportunities mean?
9. **FREE PASS**
0. Why do some people say Love Island is damaging for society?



REVIEW YOUR LEARNING OUTCOMES

ASSESSMENT
FOR LEARNING

CONFIDENCE CHECKER



AFTER THE LESSON	NOT CONFIDENT				CONFIDENT				VERY CONFIDENT	
Knowledge, Skills & Actions	1	2	3	4	5	6	7	8	9	10
I understand the impact sexualisation of the media has on society										
I can explain what positive and healthy body image is										
I know how comparing myself to those I see in media could damage my mental health and self-esteem										



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

(Discussion or complete sheet)



3 Minutes

I'm not
confident at all
on this topic

A little
confident

Confident

Very
confident

I am super
confident on
this topic

HOMEWORK SUGGESTION



Homework Explained

Write your own synopsis for a reality TV show that celebrates body positivity for everybody.

DUE DATE

It must be submitted
by...

Hand/ Google Classroom





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

RELATIONSHIPS
& SEX EDUCATION

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

