

Me and the Media



Purpose:

You can learn to recognize how situations, attitudes, and the behavior of others affect your sense of self. Advertising, the media and peer pressure influences can be unrealistic. Do you really know what goes on behind the scenes?

Requirements:

Juniors: 4 discover, 2 connect, 1 take action
Cadettes: 4 discover, 2 connect, 1 take action
Seniors: 4 discover, 2 connect, 1 take action
Ambassadors: 4 discover, 2 connect, 1 take action

Discover:

1. Look up the word “media” in the dictionary. What is media? Write “Real Girl TV” on the top of a sheet of paper. Think of some the words and messages that you receive while watching TV. How do girls and women look? For example, “dress like a model, don’t get fat, or wear designer clothes.” After you complete your list, ask yourself if the words on the paper describe “real girls.” Why or why not? Do the program you watch belong on a channel called “Real Girl TV?”
2. If you could tell your friends and family what real beauty means to you by making your own commercial, what would you say? Write a 15-30 second commercial about real beauty and then share your work with someone either in person or by making a video.
3. Think about some of the messages that you get from other people you know, such as family, friends, and classmates, about what is important? What are some of the messages I want to remember about what is important? How will I respond if someone I know is being made fun of?
4. Watch [“Evolution.”](#)
5. It’s hard to know what is real anymore. Photo imaging software ensures that every food product looks yummy and every car looks sleek. Check [this](#) out and see if you can tell which photos are real and which have been manipulated by computer software.

Connect:

1. Browse thru a magazine and look at advertisements. What messages are being sent? Are they accurate? How do these messages make you feel about yourself? How would you like to see girls and women portrayed in magazines and on TV? Which shows and commercials do you think are the most realistic? Are these the shows and commercials you watch? Why or why not? How do these images compare to you and your friends?
2. Pretend that you are a girl who is upset about how she doesn’t conform to the images and messages that tell her how she’s supposed to look and act. Or, pretend you’re a girl who is upset because another girl or boy was mean to you. Write a Dear Addie a letter-explain how you feel and ask for advice about to do or say. Once you complete your letter, pretend that you are Addie the Advice Giver and write advice on how to handle the situation.
3. Try this interactive [tool](#) that reveals a magazine cover before and after retouching.
4. Pick out one advertisement in a magazine and answer these questions:
 - a. What is the advertisement selling?
 - b. What is the message the ad is trying to convey?
 - c. Is the message accurate?
 - d. Are you buying into it?
 - e. What types of bodies are represented?
 - f. Is there diversity?
 - g. How does it make you feel about yourself?

Take Action:

1. Try this exercise for one week. Carry a small notebook with you at all times. Every time you compare yourself with somebody else—a celebrity, a model, a friend, a sister, whoever—write it down. For example, you might write down something like this: “I wish I was more like her.” At the

end of the week, take a look at the notebook. What do your entries say to you? Are you proud of whom you are or are you spending a lot of time wishing you were someone else?

2. You are a creative executive in an advertising firm and it's your job to design an ad campaign for a girls' clothing line. What makes the clothing line special is that all the clothes are eco-friendly and use organic cotton, bamboo fibers and other environmentally-friendly fabrics. What makes the ad campaign special is that it is all about making girls feel good about themselves, celebrating our unique identities and body diversity. Consider these things:
 - a. What is your slogan or logo?
 - b. What is your message?
 - c. What will your ad look like? What images will you use?
 - d. What is the best way to get the word out (billboard, website, celebrity spokesperson)?
 - e. Who is your audience?