

Curriculum Unit

Exploring Media Messages in Visual Culture: How Media Affects Self Image

Objectives:

- Students will learn to recognize negative aspects of advertising and how they exploit young people.
- Students will explore where each individual stands on the issues of advertising and self image.
- Students will examine how one's own style and techniques are defined and who defines them.
- Students will be provided with tools to feel stronger within themselves by looking at their own values and ideas.
- Students will take a stand against negative media images to help students learn to believe in themselves and not compare themselves to unrealistic model images.

I.

1. Brainstorm list of women identified with feminine ideals (movie stars, music stars, athletes, models, etc.)
2. Repeat process with masculine ideals.
3. Brainstorm list of physical features the media focuses on (Females: breasts, hair, legs) (Males: arms, chest, posterior). How often, and in what ways, does the media highlight non-physical qualities (intelligence, sense of humor, kindness)
4. Discuss 'role models' and 'ideals' from years past. Who was considered ideal in 1970's? 1950's? How have ideals changed? What caused the change?

II.

1. Examples that depict negative aspects of advertising (About Face: Top 10 Offenders)
2. Conceal what the ad is for, create handouts or overhead projection.
3. Display ads and as a class try to guess what the ad is for. Provoke discussion and bring to the students attention the aspects of self-image as it relates to advertising. (More likely to buy?) (How else could product be marketed?)
4. Create 'Magazine Ad Review' in journal.
 - Ads that reflect positively/negatively on self image
 - Glue ads into journal with description of +/- imagery.
 - If image is negative, what changes could be made to make it more positive.
 - Write about what defines human beauty, how media portrays young people, thoughts/what they learned from lesson.
5. Have students design their own positive advertisements using photography/typography/graphic design..
6. Have students create an ad highlighting concern about negative self image.

Contemporary Artists to discuss:

Barbara Kreuger, Hans Andre