chic
Choices, Hopes, Identity, Connections

Week 6
Connections, Choices and Identity
Body Image

Items Checklist

- Body Shop Poster (CHIC Files)
- Postcards
- Butchers paper
- Dove Evolution or Onslaught Video clip (Find on www.youtube.com)
- Paper
- Pens/Pencils/Markers
- Laptop
- Magazines
- Changing beauty (CHIC Files)
- Photos of friends
- Journals

Activity Checklist

- Today's topic
- Review
- Books and covers
- Drawing exercise
- Discussion
- Dove Video
- Questions
- Changing beauty
- Advertising
- Journal Reflection Page 25

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Aim
To consider how our own perceptions of body image is influenced by other people, our culture and the media

5mins	*Have a poster from The Body Shop website on the wall as young people enter – "There are 3 billion women who don't look like supermodels and only 8 who do."* **Postcards Activity** Place your postcards face up on the floor. Ask each person to choose a postcard that represents how they are feeling. Each person shares around the circle.
10mins	**Books and Covers** Bring three photos of friends of yours and show them to the girls – choose friends who look quite distinctive. Ask the girls to look at each picture and say what they think the person is like, based on their appearance. Then tell them what the person is actually like – personality, interests etc. Use this to explain that we make judgements about people all the time, based just on what we first see. Sometimes these judgements have some truth to them, but sometimes they are completely wrong! We don't get to choose our physical attributes, so we can't tailor them to be exactly how we want them, but we can choose how we act, what we think and how we treat people. Who we are is not dictated by how we look **Introduce today's topic - Body Image** What is body image? Brainstorm different ideas about what body image is and what contributes to our body image. The aim of this session is not to give approval to beauty culture but to help the young people understand different ways of critiquing, engaging and interacting with beauty culture which are healthy and come from a position of knowledge and understanding.
5mins	**Drawing exercise** Break into groups of three or four and draw a picture of what you think is hot/beautiful etc. Include physical characteristics, clothes, accessories and so on. Pin each group's picture up on the wall and discuss the similarities and differences.
5mins	**Discussion** Have some magazines around for them to look at and refer to. Questions: What does the media portray to you about body image? Why do you think this is?

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	Have the young people share their thoughts about what is 'hot' and what is not. What is the ideal that most young people wish for? Do they think it is realistic and healthy? Where do they get these ideas, and how do these ideas measure up against reality? (Airbrushing, photo editing etc)
5mins	**Dove Videos** If you have access to a computer, watch one or both of the Dove videos – 'Evolution' or 'Onslaught' (Find at www.youtube.com under 'dove evolution' or 'dove onslaught') 'Onslaught' has some images which may be a little too confronting so it is best to watch it first and decide if it is appropriate for your group or not. Food for thought… If the companies selling us products used realistic images of women we would eventually be able to 'achieve' that level of 'beauty'. Then, they would not be able to sell us the products anymore. Why do they use images of women which are manufactured? While it might seem like Dove is doing a good thing by highlighting these problems in the beauty industry, they are owned by a company which also owns the brand Lynx. Lynx advertising presents women as sexual objects. How do you feel about these contradictions? Have a look on pages 7 and 8 in the journals for some more ideas.
10mins	**Questions** Draw students' attention back to their pictures of beauty then using the images from CHIC Files to show how beauty changes through time and in different cultures. Discuss the idea that beauty is in the eye of the beholder. Do they agree/disagree? Why? **Personalise it** –The students should feel comfortable to either share their answers with the group or just think quietly to themselves. Make sure to not encourage them to answer out loud if they do not want to. Ask the question: What do like about your body? What would you like to change? TALK*- When we actually find out what our friends think about their bodies, we are often surprised as we don't see the "faults" they see and in the same way, the things you worry about and focus on are most often not what others see when they look at you. When the people who matter – your friends and family - look at you, they see the person you are, the values you have, the way you treat them and the things they love that make you uniquely "you". Do you think you are harder on yourself than others are? Let's look at some other ways to define 'beauty' that don't focus on appearance. Ask participants to come up with a definition of beauty that's more than superficial, as a group or individually. How can be nicer to our bodies? By not putting ourselves down, remembering that our bodies do not determine our worth and avoiding comparisons with others especially when the 'others' are pretend images.

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5mins	**Advertising** Advertising is BIG business. Companies spend incredible amounts of money each month on advertising their products. Why do you think they do that? BECAUSE IT WORKS!!!!The average Australian child sees over 23,000 advertisements or commercials a year (http://www.youngmedia.org.au/mediachildren/03_01_ads_overview.htm) and it's not just children who believe what they hear and see, we all fall into the advertising trap. Have you ever brought something that promises you perfection or claims to do the impossible and then been thoroughly disappointed when you discover that it does not live up to its claim? Have you ever bought something you thought was safe and it actually harmed you? Talk about things people endure to obtain their version of beauty- infected body piercings, broken hair from bleach etc How much do we think about what we are putting on our skin and bodies? Some forms of makeup can be harmful such as the lead found in some lipsticks. And many products are produced in socially and environmentally harmful ways. (http://www.safecosmetics.org/your_health/poisonkiss.cfm) If you would like more information about different makeup on the market, please visit this website. It's important to make educated decisions about what we buy and what we put on our bodies.
5mins	**Journal Reflection** (Page 25) Today I learnt that true beauty is: Ways that I can be kinder to myself are: What I learnt about the images portrayed by the media:

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