

Self Esteem

1.1 Appearance Ideals

- It is the way your culture has told you is the ideal way to look.
- It costs you in time, money and emotions to match this ideal way.
- It takes away your unique quality.
- It is based on opinion; the appearance ideal is not factual.
- It is not a measure of your self-worth!

1.2 Trying to match appearance ideals?

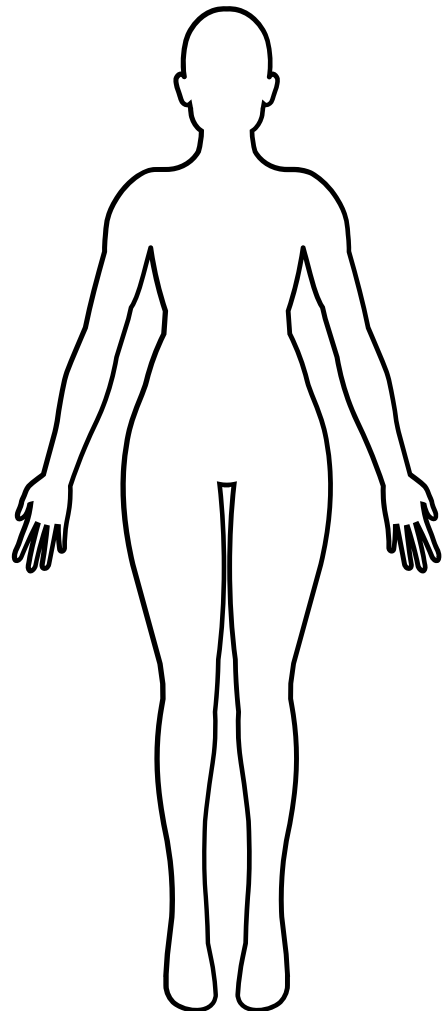
As a group, we will look at labelling the body with many features that make up today's appearance ideals for females. An example, long glossy hair.

What can trying to match appearance ideals cost you in time, money and emotions?
Add some examples of your own.

Time (e.g. being late because you spent too much time styling your hair)

Money (e.g. buying the latest must-have products)

Emotions and feelings (e.g. not feeling good enough)





Good Personal Qualities

It can be difficult to think of good qualities about yourself, it somehow seems easier to explain good things about other people. Good personal qualities can be; kindness, honesty, patience, loyal and appreciative. There are many, many more!

1.3 What makes you unique?

Working in pairs, think of the things that make us different, the things that make us unique and valued. Talk together, taking turns of ten minutes each.

A quality I admire about myself is:

Something I enjoy doing is:



2.1 Manipulated Images

The final images you see in professional media and on personal social media platforms are the result of several decisions made before and after a photograph is taken. As a group, we will talk about what these decisions may have been.

What decisions were made before the photos were taken?	What decisions were made after the photos were taken?
Hair blow-dried	Filter added to whiten teeth

2.2 Is it fair to compare?

The final images you see in professional media and on personal social media platforms are the result of several decisions made before and after a photograph is taken. As a group, we will talk about what these decisions may have been.

You read a magazine headline

Think what message this is trying to get across.

Think why it is not fair to compare.

You see (retouched) perfect selfies

Think what message this is trying to get across.

Think why it is not fair to compare.

2.3 Decoding Messages

Working in pairs, talk together for fifteen minutes about a persuasive advertisement you've seen recently.

The advert I'm thinking of is:

PROMISE – What does this advert promise? How do they do this?	
FEELINGS – How do people think and feel after seeing the advert?	
ACTIONS – What do people do after seeing the advert?	
RESULTS – Do you think the advert will live up to its promises?	



2.4 What Could I Do?

What action could you do to challenge messages in the media that promote appearance ideals? Record your answers below.

Taking action for yourself

What I did and how I felt:

Taking action for someone else

What I did and how I felt:

Things you could do: Look closely at your own social media posts and the person whom you're reflecting or creating for others. Choose a brand and email them to challenge how they use manipulated images.

3.1 Is it good to compare?

Constantly comparing the features you don't like about yourself, with people who you think have better features than you, can cause problems.

What do you think about? How do you feel? Some examples are shown. Record your ideas below.

FEELINGS (e.g. I feel helpless)	
THOUGHTS (e.g. I think I'm not good enough)	
BEHAVIOURS (e.g. I have a food obsession)	

What action could you do to challenge messages in the media that promote appearance ideals? Record your answers below.

Taking action for yourself: (e.g. seeing what social media pages you follow that show Ideals and thinking about unfollowing)