

Health

5.ICR.2.5

Deconstruct media messages as they relate to their influence on perceptions of desirable body sizes and shapes.

Materials Needed:

Access to website: Dove, <https://www.youtube.com/watch?v=c96SNJihPjQ>

Magazines of many different types

Video of commercial clips

Pencil

Paper

Markers, crayons, colored pencils

Glue sticks

Note: Dove Self Esteem Project has many resources for teachers and parents

<https://www.dove.com/us/en/dove-self-esteem-project.html>

Focus:

Ask students, Why do girls begin to have low self-esteem in upper elementary school and middle school? Do boys experience the same problems? What do they worry about?

Go to the website for Dove's Campaign for Real Beauty,

<https://www.youtube.com/watch?v=c96SNJihPjQ> (1:12)

- What are some of the things that these kids would like to change about themselves?
- Why do you think they would like to change them? What were the influences?
- What unique quality do you like about yourself? On the inside or outside!

Statement of Objectives:

We have been studying puberty and how it affects fifth graders physically, emotionally, and socially. Today we are going to talk about how young people are affected by the media.

Teacher Input:

Ask students these questions:

- How does media influence us as citizens?
- What kinds of messages does television send to viewers in its commercials?
- What kinds of messages do magazine ads send to readers?
- What types of ads do you see on social media?

Show the video from MediaSmarts, Media are Constructions (stop at 1 minute)

https://www.youtube.com/watch?v=baftkjc5gKs&list=UU_jQ4vYf-WPf4_5eSdGABWQ&t=2s

Ask the following

- What was the product?
- Who was the audience?
- Are there different ways to send messages to different audience?

- What are the three most important things to know about media?
- How it is created, Who created it, and for what reason.

Discuss with students how media influences our perception of body image.

When we look at advertisements and commercials what kinds of people do we see for products to lose weight? What kinds of people do we see doing athletics? The media lays out a definition of the “perfect” size. What is the definition that the media gives? (tall, skinny, certain size) Is this a correct definition for the “perfect” size? Talk to students about the importance of the media in influencing our body image and self esteem. When we do not fit that definition we feel as though we need to lose weight or do something so we do fit the definition. We do not always need to believe the media when they influence us to be a certain size. When we exercise and eat healthy we are doing what we need to for our body to stay healthy. We do not need to take pills or drink a particular drink to lose weight.

Assessment:

Option 1:

Divide students into groups of four.

Give each group a piece of poster board and markers, colored pencils, or crayons.

The groups will be instructed to create an advertisement for an age group that will show consumers that they do not need to drink a particular drink or take a pill to stay healthy. They can improve their body image by exercising and eating healthy. Give students time to work on their advertisement and presentation.

Have them present their advertisement to the class and vote on the most effective for persuading others to achieve a healthy weight for their size.

If technology is available have students use Adobe Creative Cloud Express. Students can access with their school email. <https://express.adobe.com/sp>

Option 2

Students will write a letter to one form of media encouraging them to run public service announcements for citizens to exercise more and eat healthier (instead of taking pills and drink to lose weight and become the “perfect” size). Student should talk about how the advertisements for products to lose weight influence consumers’ body image of themselves.

Closure:

Often young people (and especially girls) receive unhealthy messages from media images. They may get the idea they are not pretty enough or skinny enough. These messages are especially hurtful if someone practices unhealthy behaviors to try to achieve a different body size or shape. Examples might be smoking, eating disorders, or over-exercise. Good health should be the primary motivation for changes in behavior, not an unrealistic image of what is beautiful.