For the ‘Dove Real Beauty Workshop’ the group focus I have is Media Literacy and Photoshopping. I have worked with media literacy in the past so I know the important topics to cover with teens. Teens often focus all their energy on being what the media wants them to be. Starting off the workshop, it is important to address the difference between appearance ideal and appearance pressures. Appearance ideals are the way our culture tells us what ideal is popular at a certain moment, and appearance pressures are the pressures we feel to look like a certain way to be considered beautiful or attractive.

Students understand that across time people have always felt pressure to look a certain way, and to be beautiful, glamorous, and attractive. Ideas about what ‘beautiful’, ‘glamorous’ and ‘attractive’ look like are always changing and differ between times, countries, and cultures. Today we still face pressure to match these appearance ideals and these ideals change through time, cultures, and countries. Ideals are linked to women, but also other groups of individuals like African Americans, Asians, etc. Media literacy is about the people and groups who shape these ideals or benefit from placing certain ideals in place. Being media literate entail knowing that not everything you hear is correct information and often there are hidden meaning behind what the media says and teaches.

After this discussion, I would like to pull up some sort of video so the workshop doesn’t seem so lecture like. I have not decided on a specific video but depending on how the group reacts, it they completely understand what we all mean by being media literate then showing something like this: <https://www.youtube.com/watch?v=RT9FmDBrewA> would be awesome because it clearly shows how women can be beautiful no matter what they look like depending on who is looking at them. If the groups do not understand media literacy as much, I think showing a video like this: <https://www.youtube.com/watch?v=GTL0_tJEVD0> would be more useful in the end.

After using about ten minutes to introduce the idea of media literacy and show a short video I want to focus on a hands-on activity for the remaining time and then allow individuals to present what they made at the end before dispersing to the next workshop. I would love to do something with beauty in the media like photoshop or commercials and advertisements for makeup and tanning, anything related to spending money to become what others see as beautiful. Utilizing magazines would be a wonderful option, I know creating collages is not only fun but it can be a stress-free activity and the result will be something they could keep and hang up as a constant reminder of what the media is telling us. I have been thinking about this and cannot pin point a specific activity that could be used but would love suggestions. The best idea I have so far would be to have the use parts of the magazine, either faces and arms and legs that are already there or they could find patterns and create their own legs, arms, and faces and put them together to make something they see as beautiful. They cannot simply cut out a whole person already in the magazine, they must create their own beauty despite what the media says. If a page catches their eye, I want them to critically think about why and use that in their recreating beauty activity.

Another activity that I found using the dove real beauty and media literacy resources it to have the participants identify logos with missing pieces to show that the media had made recognizing these brands intuitive. To go along with this, I would like to incorporate beauty by doing a similar activity showing photoshop at its finest. Putting up famous side by sides of before and after pictures is a classic way to push the message across that models are real people too and that they do not actually look like they do in photos. Photos should be taken as forms of art and not reality.

The overall take away would be that one image of something considered beautiful cannot encompass an entire population. Each country and culture views beauty differently so there is no need in conforming to beauty standards of one country because there will still be someone who thinks you are not good enough. With this said, the only point of view that matters in relation to one’s beauty is your own. If you think you are beautiful then you are and nobody can take that away from you. Being media literate is important because it will allow you to critically think about what you are being fed by others and allow you to use different angles and lenses to analyze images and messages in the main stream.